November 1986

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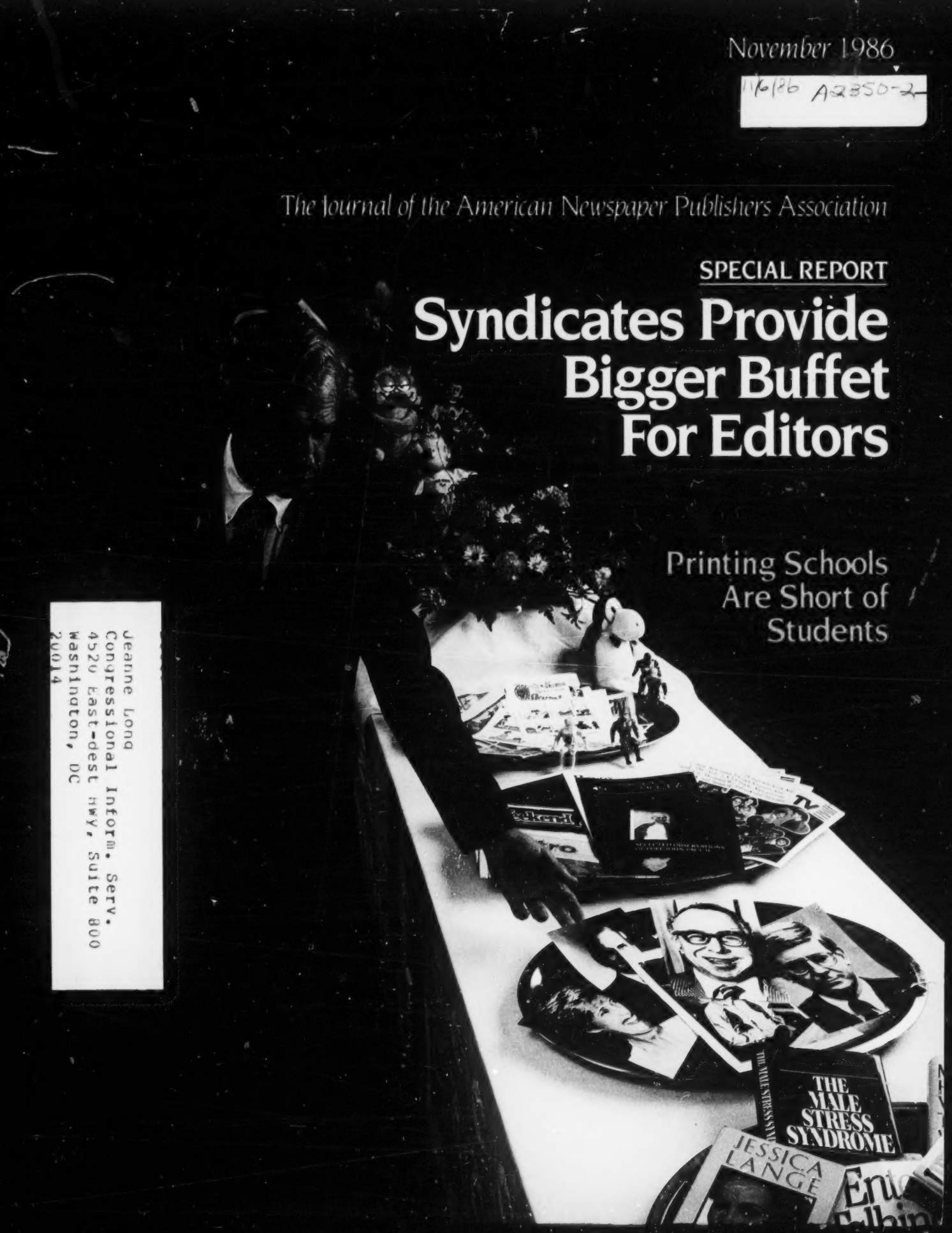
The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

Syndicates Provide Bigger Buffet For Editors

Printing Schools Are Short of Students



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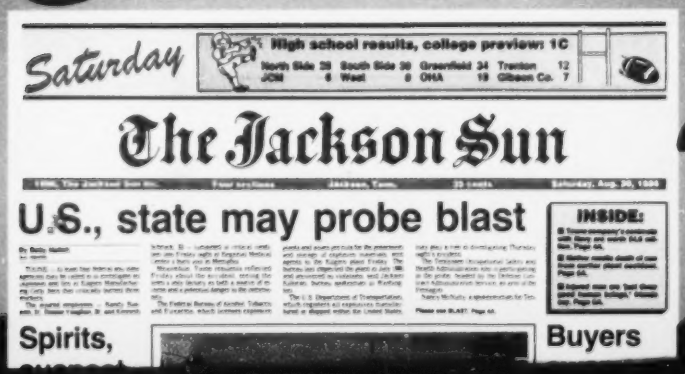
Saturday

High school results, college preview: 1C

North Side 28 JCH 6 | South Side 30 West 0 | Greenfield 34 CHA 19 | Trenton 12 Gibson Co. 7

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U.S., state may probe blast

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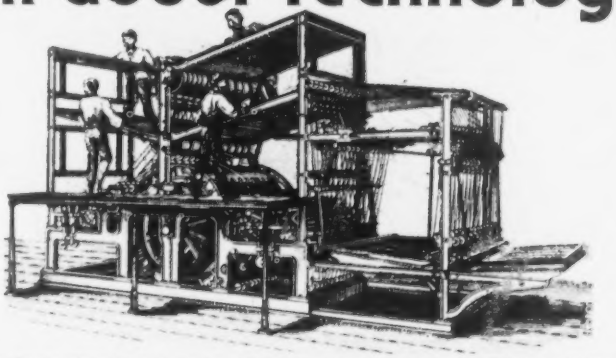

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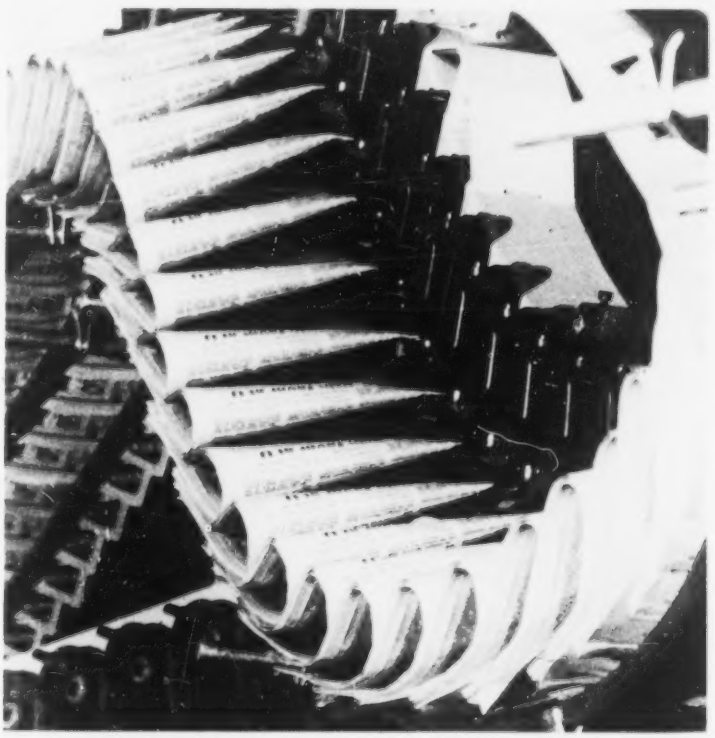

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Special Report *Syndicates, long-time purveyors of columns and comics, have expanded into new products in the past decade. Some have also entered other areas, particularly television and licensing. For newspapers, they offer everything from camera-ready sections for total-market delivery to daily television listings, from databases to graphics, from magazines and book excerpts to individual articles. And observers say the cornucopia will continue to grow as newspapers maintain their demand for more and better features to please their diverse readerships.* **16**

Schools for printers *College-trained production personnel are in demand. Many printing schools, however, can't fill their classrooms.* **8**

Editors get down to business *Increasing numbers of news executives are going back to campus to take cram courses in business administration.* **12**

Politics and the journalist *Once it was common for journalists to run for office. Now, many newspapers restrict employees' community involvement.* **28**

The Rehnquist court *Will the press be battered by the Supreme Court this term? Vote patterns reveal no bloc waiting to do the new chief justice's bidding.* **32**

Rewarding performance *The trend in newspaper compensation is away from annual, general pay raises and toward merit-based increases.* **34**

Going head-to-head *Only 29 U.S. cities still have two or more fully competitive newspapers. Analysts predict a bleak future for the two-paper town.* **38**

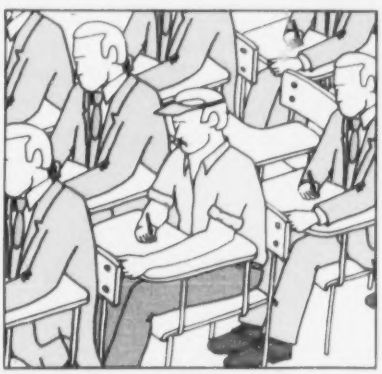
Solitary Sundays *The Sunday-only newspaper is a thing of the past. Only a handful of U.S. companies still publish the one-day wonders.* **44**

Essay: Sports' sordid side *Fans may boo, but newspapers must cover college athletic scandals, says the Lexington (Ky.) Herald-Leader's Creed C. Black.* **46**

Profile: Henry E. Payne *At 24, and less than three years out of Princeton, he is already a nationally syndicated editorial cartoonist.* **48**

Last-minute legislative barrage *At its close, the 99th Congress passed a fee on imported newsprint and amendments to the Freedom of Information Act.* **52**

Unabated acquisitions *At a New York City conference, experts predict that newspaper purchases and mergers will continue at a rapid pace.* **74**



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(Cover photo by M.C. Valada)

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CHAIRMAN'S CORNER

We must keep up our guard, lest the 'diversity principle' erode

The regional Bell Operating Companies are again challenging the "diversity principle" as they seek to take advantage of their monopoly position and to enter the electronic information services field. Recently proposed legislation could help establish such an unfair business environment.

As you all know, the diversity principle laid down by Judge Harold H. Greene in his 1982 decision states that companies possessing monopoly ownership over telephone communications should not be allowed to own or control the information carried over their monopoly facilities.

Alvah H. Chapman Jr.

Several of the BOCs and AT&T are involved, or plan involvement, in information services that appear to be counter to Greene's ruling.

On top of that, S 2565, introduced in the Senate last summer, would transfer the responsibility of enforcing Greene's decision from the court to the Federal Communications Commission. To date, the FCC has shown little or no support for the diversity principle or for any restrictions on the BOCs. Since that legislation was introduced, ANPA has worked hard to alert Congress to our concerns.

Uzal Martz, president and publisher of the Pottsville (Pa.) Republican and chairman of ANPA's Telecommunications Committee, has proposed to a congressional committee that a statutory ban on information services by the BOCs—and on electronic publishing by AT&T—be enacted to preserve the current competitive environment. Once competition has developed to a point where the danger of monopoly power seems remote, the ban could be lifted, based on objective tests of market dominance and on a determination by the FCC that the BOCs could not use their monopoly facilities to suppress competition. Other safeguards would then be sufficient to prevent anticompetitive conduct by the phone companies.

Sen. John C. Danforth (R-Mo.) embraced much of the diversity principle last month in proposing amendments to S 2565. This is the second time that Danforth has acted affirmatively to support diversity in telephone-based information services. However, the battle is far from over.

Legislation was also introduced in the House during the 99th Congress to allow the BOCs to enter the information-services business. The legislation secured more than 170 cosponsors.

We don't know yet what the future holds for information services, but we clearly recognize the danger that the BOCs and AT&T could pose—by controlling both information content and conduit—to the free expression of ideas by a multitude of voices. ANPA will continue to lead the fight before our lawmakers for a fair and equitable resolution. Your support and advice are always appreciated.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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PRINTING SCHOOLS

Despite big demand for graduates, especially among newspapers, enrollment is declining in programs that specialize in printing production

BY ROSALIND C. TRUITT
presstime technical writer

Students at the Rochester Institute of Technology are like most college students these days. With single-minded determination, they want to graduate, find a job and make good money—in that order.

But unlike many graduates who may job hunt for months, diploma in hand, and settle for an entry-level position out of their field, RIT and other graphic-arts majors know something a great many young people apparently do not: The printing industry, particularly newspapers, is virtually begging for trained production workers, college placement offices and newspaper executives report.

Estimates vary, but graphic-arts educators and majors say that each year when graduation rolls around, there are anywhere from two to four times as many printing industry and newspaper production jobs available as there are graduates. That includes production management positions as well as those for the people who operate the equipment.

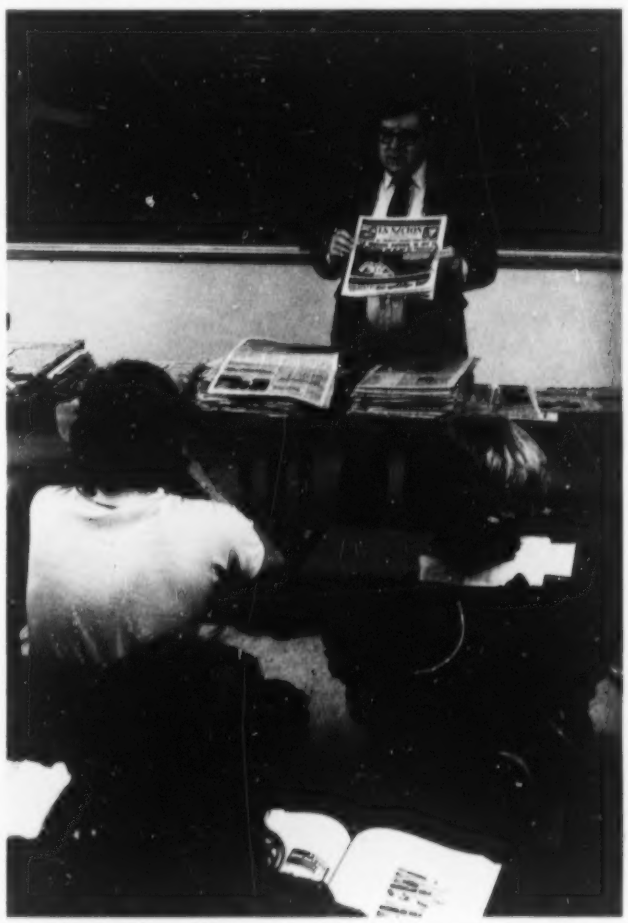
"Like everyone else, we want our share of good people, and the competition for the best people from the best schools is very heavy," notes Kim Breese, vice president/operations for Dow Jones & Co.

According to the 1986 *U.S. Industrial Outlook*, published by the U.S. Department of Commerce, there are some 53,000 printing establishments nationwide employing about 1.3 million workers. In 1985, an estimated 162,000 of them worked for newspapers.

In 1970, graphic-arts jobs accounted for 48 percent of all newspaper employment. That figure dropped steadily until 1983 when it reached 37 percent. Since 1983, however, the number of new newspaper production jobs has increased about 4 percent annually—a trend that is expected to continue in the near future. Yet, with a few exceptions, enrollment in graphic-arts programs is continuing to decline across the country, as it has for at least 10 years.

Newspapers suffer from a double whammy. If many students never consider the graphic arts to begin with, those who do often perceive other types of printing, from package design to magazines, as more glamorous.

"It sounds like commercial printers have done a better job than we have of selling themselves as an exciting profession," says Gene Bell, vice president/production director for the Chicago Tribune. "Newspaper production is exciting these days, and we have a good story to tell. We need to do a better job of telling it."



W. Frederick Craig, an RIT associate professor, teaches newspaper design.

NEWSPAPER MINORITY. The story doesn't completely fall on deaf ears.

Last spring, for example, RIT graduated 12 students from its Newspaper Production Management program—the largest class since the program began eight years ago. That number pales, however, when compared with an average of 150 students who graduate annually from the school's general printing program and select other printing specialities. (A few newspaper production majors choose other occupations, just as a handful of general-printing majors go to work for newspapers.)

Other large graphic-arts programs report similar figures. At Ferris State College in Big Rapids, Mich., about 40 printing students are graduated annually, and only about one-third choose newspapers. At California Polytechnic University in San Luis Obispo, the vast majority of 80 to 90 graphic communication graduates each year go into commercial printing.

To increase enrollments in its newspaper production program as well as to obtain input

on the type of training newspapers want their production managers to have, RIT earlier this year established an advisory committee of newspaper production executives from around the country.

Committee members say they are concerned because trained workers cannot be found to staff certain newspaper jobs. The problem is more acute for smaller papers, because the larger ones recruit more and seem to be more appealing in the eyes of printing-school graduates.

Another concern is that today's newspaper production supervisors average 50 years of age, and there could be problems in filling key positions when the inevitable retirements occur in years to come.

"Newspapers are looking for a different type of (production) person these days—people with strong educational backgrounds," says Bell of the Chicago Tribune. "We want people who have the technical training, of course, but also who have business and other skills essential to the field. The technology is changing so rapidly we need people who can keep up with the advancements."

RIT, whose School of Printing dates back to 1937, founded its Newspaper Production Management program in 1978 because newspaper executives pointed to the need for more college-educated production managers. There are currently about 30 students enrolled, but the program's ideal number is twice that many.

Many graduates obtain middle-management production jobs.

"I'm surprised more young people looking at newspapers don't consider newspaper production," says J.C. McCracken, an instructor at RIT. "On average, a young reporter or editor coming out of journalism school might expect $14,000 to $18,000 on a first job, if they're able to get one. Many of our students leave here with middle-management production jobs that pay $25,000 or more."

Educators and students say salaries generally aren't the determining factor when job decisions are made. If salaries were the only yardstick, more young people would likely choose newspapers. McCracken says 1986 RIT graduates indicated they were offered from $18,000 to $25,000 for entry-level jobs in the printing industry in general while newspapers were paying $23,000 to $32,000 to start in production jobs.

Other schools report their graduates found commercial printing firms and newspapers often paid comparable salaries for beginners, with newspapers paying more in some cases.

So if money's not the problem, why don't newspapers fare better?

Agreeing with the Chicago Tribune's Bell, the head of the Graphic Communication Department at Cal Poly, Harvey R. Levenson, says newspapers "don't do nearly enough to promote themselves as a viable career alternative" to people entering the graphic arts.

Robert Hacker, coordinator of RIT's Newspaper Production Management program, provides a different explanation. "Everybody takes newspapers for granted," he says. "Most people don't understand the complex, high-tech nature of the industry, how many things have to be done to get that newspaper to your doorstep with text and pictures. They (young people) might have taken a tour of the paper once and seen a bunch of guys running around with little paper hats on and working on an ancient letterpress, and they think they know how a newspaper's printed."

Although that's no longer the case in these days of modern newspapering, mere button pushing doesn't suffice either. Robert Stechschulte, head of the Graphic Arts Department at Ferris State, says: "It's

Grads Find Challenge, Satisfaction at Newspapers

Two of the RIT graduates who gravitated to newspaper production, Todd S. Socia and Pamela Ann Bolton, are happy about their career choices.

Socia, who graduated from the school in May 1985, says that earlier in his life, he wasn't convinced newspaper production work was for him. He had worked summers in the pressroom and the mailroom at The Bay City (Mich.) Times where his father was a production manager.

The elder Socia picked up some RIT literature at an ANPA trade show and gave it to his son just as he was to begin his senior year of high school. That helped steer him to Rochester.

When Socia announced his college plans, "people my age would ask me how the hell I could pick newspaper production management. They just couldn't imagine why I would be interested in it."

Perhaps they don't wonder about his career choice any more. At 23, Socia is assistant production manager for The Times-Picayune in New Orleans.

Some high schools offer graphic-arts courses, but "there aren't enough" that do, Socia says. "Students need to know that newspaper production is an exciting field for those interested in technical areas. There's a lot going on in computers and related fields. And things are changing every day, so much so that you can literally order a piece of equipment and find out it's obsolete before it's delivered."

He adds, "I think if more students knew all the areas (newspapers) work in, they'd get involved in newspapers."

In the three years since she graduated from RIT, Bolton has been promoted twice at the Anderson (S.C.) Independent-Mail, where she is now pre-press quality control manager. Bolton says she likes the challenge of working with both people and equipment.

"I learned a lot of theory at RIT, but when I began working here, I really grew up a lot," says Bolton, 28.

She became interested in photography in high school, an interest that soon shifted to printing. In college, her interest in general printing later focused on newspapers, and Bolton says she is happy she made the switch.

"In school, they teach you to be realistic and to work hard. They give you enough general knowledge so that you can be resilient enough to adapt to any change. I want to keep advancing, keep learning so that I'll be prepared when a production manager's job opens up for me someday," she says.

The serious atmosphere at RIT nurtured a strong dedication to the job she now has, Bolton says. "When I went to school there, my education cost $30,000. For that kind of money, you don't fool around. There weren't a lot of outside activities. People didn't go in for fraternities, for example. They were known by their majors, like 'the photography house.' People went there because they knew they'd get the training they needed and, more importantly, because they knew they'd get a job when they graduated." —*Rosalind C. Truitt*

more than just pushing buttons. They have to understand the logic behind what happens when you push that button. That's what we teach them. If they don't understand what was going on, how can they fix it when something goes wrong? How can they supervise people who actually work with the equipment?"

SCHOOLS, SPECIALTIES. RIT, Cal Poly and Ferris State are perhaps the best known of the U.S. schools offering a specialty in the graphic arts, but they are not the only ones. The Graphic Arts Technical Foundation periodically produces a list of technical schools, colleges and universities offering courses in graphic communications, and the latest edition contains more than 200 entries.

That number is actually lower than it was a decade ago. Many schools have dropped their graphic-arts programs, according to Jack Simich, education director for the foundation.

The two primary causes he cites are declining enrollments and rising costs of state-of-the-art equipment such as presses, color scanners and platemaking machines needed to prepare students for modern printing.

Staying current on the equipment front is not as much of a problem for the most prestigious of the institutions. Companies frequently donate their products to them, observers note. For example, the Graphic Systems Division of Rockwell International Corp. recently donated a $500,000 Goss Community offset press to Cal Poly.

Courses of study at all printing schools can lead to degrees in a variety of disciplines, including printing technology, printing management, printing systems and engineering, as well as applied computer science and newspaper production management.

Students interested in actual day-to-day production work generally can be trained in two years or less at a community college or trade school.

Although more than 40 colleges and universities around the country offer four-year degrees in the graphic-arts field, RIT, Cal Poly or Ferris State are mentioned most often when newspaper production experts discuss top-quality training.

All three prepare students for graphic arts in general, but RIT has the most extensive newspaper program. Its curriculum includes laboratory training on modern web presses, color scanners, and imaging equipment.

In addition to flexography, layout and design, and ink and color classes, all RIT printing students study labor relations, marketing and business law during a four-year, bachelor of science program. The aim, school officials say, is to give students a broad-based education.

Scripps Howard and Gannett Co. are among those offering scholarship money.

To that end, the 157-year-old institute recently announced an $85-million capital improvement program that includes an $8.5-million imaging science facility, new equipment and a 90-acre research and development park. Corporations, foundations, alumni and others have already pledged $54 million.

At Cal Poly, students earning a bachelor of science degree in graphic communications may specialize in one of four areas: printing management, printing technology, computer graphics or design reproduction.

Department head Levenson says production students put out a complete daily newspaper that carries news supplied by journalism students. Even with that exposure to the newspaper environment most of the graduates each year wind up in commercial printing, he says.

Ferris State differs from the other two schools in that it offers graphic-arts students the option of earning a two-year associate degree in printing technology or a four-year bachelor's degree in printing management. For the associate degree, classes range from photo composition to paper technology, while the four-year program includes technical classes as well as psychology, accounting, marketing and other courses.

The Ferris State printing program has graduated about 2,500 people since its inception in 1950, when the Michigan Press Association found its members woefully short of Linotype operators and asked the school to offer printing classes.

According to Stechschulte, most of the early graduates headed straight for newspapers. But in recent years, commercial printing has held a lure for the majority of them, in part because commercial printing offers them the chance eventually to own their own shops.

SCHOLARSHIPS, STUDENTS. With the notable exceptions of Ferris State and Cal Poly, which limit the number of students they accept, most printing schools must recruit actively to fill chairs in their classrooms, according to GATF.

Some efforts are being made by newspaper companies to make a printing education more appealing.

Scripps Howard and Gannett Co. are among those offering scholarship money for students planning a major in newspaper production.

Many others, including the Chicago Tribune and Dow Jones, which publishes The Wall Street Journal, provide newspaper production internships to students. The purpose is twofold. The internships expose young people to the field, and they help newspapers identify potential hires for the future.

Dow Jones takes its program a step further. Young people are selected for the summer between their junior and senior years. Those who do well in the internship programs receive scholarship money for their last year of study and are seriously considered for jobs when they graduate.

To attract even younger students, GATF places thousands of brochures in high school counseling offices all over the country, explaining graphic arts careers and emphasizing that everything from a soda pop can to a T-shirt to newspapers must be designed and printed. RIT is also producing some slick educational brochures and a video presentation aimed at updating the image of printers.

"We need to change the image of printing in the minds of kids," says Linda Tolan, assistant to the director of RIT's School of Printing and head of the image-changing project. "It's the best-kept secret in the country. We want kids to know that printing is graphic design, computers, engineering and managing people. It's an exciting interdisciplinary career and we spend a lot of time in schools telling kids just that."

Ferris State students Jeffrey R. Selk and Thomas E. Kennedy are typical of the different kinds of people who are being attracted to printing schools: in some cases, young people right out of high school; in others, older people making a career change.

Selk, 19, traces his interest in printing back to eighth grade when he first learned to print tickets for a school dance. Kennedy, 30, studied music theory previously in college. He says he decided to switch careers after learning that trained printers had little trouble finding jobs.

The schools also report that women and minorities are signing up in increasing numbers. About 30 percent of his current class at Ferris State are women, Stechschulte says. □

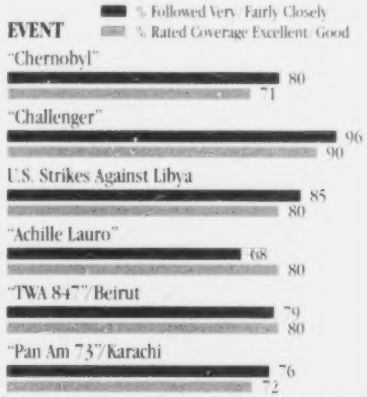
"The People & The Press," Part 2

How would you rate press coverage of these events?

How well do you and your fellow citizens think we in the press covered the above events?

As a newspaper-based media company, it's essential that we know. So we commissioned Gallup to find out.

Gallup asked Americans across the U.S. how closely they followed six major events and how they rated press coverage of them. Here are their responses:



(Note: Only those who followed events very or fairly closely were asked to rate coverage of them.)

Other press issues covered, too. Gallup re-asked key questions from "People & The Press, Part 1" to check for changes, then posed 50 questions on press handling of terrorism and news leaks.

We'll detail the findings in subsequent ads. Meanwhile, here are highlights:

Ambivalence about coverage of terrorism. Majorities said press coverage of terrorism was very or mostly satisfactory and in the public interest.

But majorities also said the press gives terrorists "too much" coverage and press coverage "increases the chances of future terrorist acts."

Division over news leaks. Among the 55% who understand the term, half said news leaks serve the public interest, half said they hurt it.

Part 1 vs. 2: No changes. Large majorities continue to like and believe the press and think it supports America and strengthens democracy.

Majorities also continue to think it "favors one side" and is unduly influenced by powerful individuals and institutions.

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Times Mirror

We're interested in what you think.

EDITORS IN BUSINESS SCHOOLS

Positive results are reported by the news executives who have gone back to college to bone up on economics.

BY MARION LEWENSTEIN

Apparently, going back to the classroom—in business schools, at least—is an exhilarating experience for news executives.

A sampling among the small but increasing number who have attended business executive programs in recent years found them more than willing to talk lengthily and enthusiastically about their experiences.

"I've never before spent so much time with such a concentrated group of overachievers," comments Michael R. Fancher, executive editor of The Seattle Times. "The experience was a real 'stretching.' "

Fancher graduated in June with an MBA (master's in business administration) from a special two-year University of Washington Graduate Business School program. It was a heady day: He received the degree—indeed, he was class valedictorian—after a grueling two years of simultaneous work and studies; it was his 40th birthday; and he had just been promoted from managing editor to executive editor.

Explaining the value of what he learned while on campus, Fancher says: "The modern editor needs to represent quality journalism to the community and within the company. He has to know how to translate integrity and quality to financial success." His MBA studies, he adds, are helping him move toward that goal. "I know the right vocabulary now."

Larry Jinks of Knight-Ridder Inc. attended a much shorter Executive Management Program at Stanford University during the summer of 1985. But like Fancher, he found his eight-week experience immensely satisfying.

"I live and work in a corporate atmosphere; I deal a lot with financial statements and participate in business strategies. The coursework helped me grasp all this," says Jinks, vice president for news and operations, Newspaper Division, and senior news executive.

Echoing comments made by all executives interviewed by **presstime**, Fancher and Jinks say the best part of the business programs was the interaction with other class members, who were generally in the same age bracket and career stage.

"Learning how others solved problems in their business helped me," Fancher says.

Jinks values the interaction for still other reasons: "The concentrated exposure to the viewpoints of so many different business backgrounds and foreign countries was pure education for me." (Typically, a third or more of those enrolled at short-course programs are foreigners.)

THE PROGRAMS. Special business school programs for executives exist at various universities around the country, but best-known are the intensive short-course programs at Harvard, MIT and Stanford. They vary from eight to 11 weeks and cost from about $17,500 to $22,000, which includes tuition, room and board.

These programs require that executives be nominated by their companies, and that the companies pay the cost as well as excuse the executives from operating duties while studying. The course work is geared to top managers. A diploma or certificate is awarded upon completion of the program.

Two of these universities, Stanford and MIT, also have one-year Sloan Management programs aimed at middle-managers. These require full-time attendance for the academic year and, like the short courses, require company nomination and payment of fees. Tuition alone is about $24,000. Graduates of these programs earn a master of science in management.

In addition, about 60 universities offer a part-time, two-year MBA program such as the one that Seattle's Fancher completed.

His participation in the University of Washington program cost the newspaper about $10,000. It cost Fancher huge chunks of work and family time. In addition to full-time residency at the program for one week at the beginning and end of each of the two years, he had to attend classes on alternating Fridays and Saturdays. He also was required to put in 20

Lewenstein is professor of communication at Stanford University and a free-lance writer.

hours a week on course work, which included a one-night-a-week study group.

"The demands of the course work forced me to learn to delegate better on my job," Fancher said. As for his family, he sometimes had to cut back on visits to his children, who live in Oregon, and he and his wife had less time together.

Long, intense hours of study are common to all programs. "I never worked harder in my life," says Knight-Ridder President James K. Batten, who at the time he went though the Harvard Advanced Management Program (1981) was moving from corporate editorial responsibilities to business-side duties.

Batten is credited by other Knight-Ridder executives as having urged them to attend business programs. He explains: "The news business is so draining that it eats you alive. It makes sense to give others a chance to take a deep breath and luxuriate in something different. I got to understand business and business people better as a result of the experience; I want others to get that same background to give them broader potential for the future. That's good for them and the company."

OVERCOMING HOSTILITY. Another experience common to news executives who have gone to business school was encountering classmates who were hostile to the media.

Burl Osborne, president and editor of The Dallas Morning News, and Ben J. Bowers, executive editor and vice president of the Greensboro (N.C.) News & Record, were classmates in the Harvard program in 1984. Osborne says they "sometimes felt besieged" by press criticism.

He and Bowers took advantage of an assignment to devise a class exercise intended to demonstrate some of the constraints under which the press operates. Using a case history of a controversial story, they asked classmates to write just the lead sentence—in five minutes. They collected the leads and redistributed them, giving the executives a set number of characters in which to write a headline based on the lead in front of them, again within a few minutes. The headlines and leads were then projected onto an overhead screen for all to read.

Laughing as he recalls the results, Osborne says half the headlines and lead sentences were libelous, and the other half contained errors or opinions.

"That opened their eyes. From the discussion afterward, you could see that they began to understand that what may be viewed as bias is really just problems of getting news out on time and within limited space," he says.

Though many other news executives also presented formal classroom programs dealing with newspapers, most say the really worthwhile discussions took place outside of class.

"The valuable exchanges took place when you were brushing your teeth (in the dormitory bathroom) next to someone who had a stereotype of the press," said Jinks.

It wasn't just a one-way street, however, with editors content to explain the role of the press. They listened, too. David Lawrence Jr., publisher and chairman of the Detroit Free Press, observes, "I was surprised at the depth and frequency of anger about us."

Walter R. Mears, vice president and executive editor of the Associated Press, who was in Lawrence's class at Harvard (1984), describes how he kept hearing "horror stories" on the first day of class as he went about introducing himself.

Seattle's Fancher says that his classmates said they worried about talking to the press because mishandling of material might cost them their careers.

POSITIVE RESULTS. Has all this made a difference in newspaper content? Osborne

Business Executives Warm to Their Editor Classmates

Newspaper editors make good ambassadors when sent to executive business school programs. A check of some participants in programs attended by editors showed that classmates responded positively to the presence of news executives, although that may not have been the case initially.

Non-news business and government executives in the specialized business programs invariably comment favorably on the personal qualities of those editors who had been their classmates. "Impressive," "great breadth and depth," and "articulate," were commonly repeated descriptions.

As a result of the personal and intense associations that developed through study and living groups, many executives say they came to have a greater appreciation for the role of the press.

Gary Fazzino, Northwest public affairs manager for Hewlett-Packard Co., who attended the two-year MBA program at the University of Washington with Michael R. Fancher of The Seattle Times, says Fancher "was looked to for comments to provide perspective on many issues. Mike helped people to feel differently about news and how it is managed. We saw that he was a top-flight individual—capable, rational, deliberate and sensitive to what others thought."

Kathryn A. Paul, vice president and regional manager of Kaiser Foundation Health Plan in Cleveland, offers these comments about her Harvard classmates, Burl Osborne of The Dallas Morning News and Ben J. Bowers of the Greensboro (N.C.) News & Record; "They saw the world more broadly. Their presence made a difference to the total experience the rest of us had in the program. I had conversations with other classmembers that showed they were mulling over what they had heard from Burl and Ben in class and informally."

A member of the same class, Hugh G. Moulton, senior vice president and general counsel of Aleo Standard Corp., Valley Forge, Pa., observes: "My attitude had been that the less I had to do with the press, the better. I now have somewhat more positive feelings, through exposure to such seasoned people."

Still another participant in the Winter 1984 Harvard course, Laurence R. Codey, reports, "I came away with great appreciation for how hard it is to find educated, competent people who can handle many different issues.

"Their presence in the course was important because it showed that they care about the same things we do," says Codey, vice president and corporate rate counsel of Public Service & Gas in Newark, N.J.

One matter that continues to bother business executives is the lack of economics education among the press representatives with whom they come in contact on a regular basis. "It's reporters we hate," says Fazzino of Hewlett-Packard, only half in jest. "We don't hate editors."

For their part, the news executives who have participated in business programs encourage journalism students to get as much economics as they can before graduating.

of Dallas believes it has. "I think that as a result of my experience, there is improved editing at this newspaper," he says. "We are more careful with details."

Conceding that they struggled with their studies in such subjects as financial management and economics, the editors uniformly agree that overcoming their limited knowledge in these areas has made them more comfortable in dealing with corporate peers who have more business-side experience.

"I came out of this program feeling that I had skills I hadn't known I had," remarks Lawrence. "Certainly, I had never supposed that I was going to enjoy my financial management class above all others."

The return to the classroom has made them better managers, the news executives say, and it has sharpened their analytical skills.

The suggestion to enroll in business school programs usually comes from the most senior management, either within an individual paper or from corporate headquarters. As Batten of Knight-Ridder points out, management is looking down the road, trying to provide itself with greater flexibility by having more highly trained people in place.

Some editors have moved up to publisher or taken on some other operations-side duties since completing one of the programs. All say the course work helped make them more receptive to such moves.

Bowers, for example, says that having gone through the Harvard program has whetted his appetite for considering a publisher's role within Landmark Communications Inc., which owns the Greensboro daily.

Generally, those who were students and their superiors say the specialized programs are best suited for people high enough in an organization to "be where decisions come together." This may or may not explain the absence of women from those who have attended any of these programs, insofar as presstime could determine.

Among the handful of other news executives who have completed one business program or another is Richard G. High, editor of the Casper (Wyo.) Star-Tribune and senior editor for the parent company, Howard Publications.

High, who may have been one of the earliest editors to return to the classroom at a business school, participated in the one-year Sloan program at Stanford University nine years ago when he was 34. He was editor of Howard's Twin Falls, Idaho, paper when he entered the program and went to the Casper daily after graduation. With a circulation of 40,000, the Star-Tribune is possibly the smallest newspaper with an editor who holds an M.S. degree paid for by management.

"It was wonderful," he says. "What I learned opened up the realm of business and financial reporting. We're really covering the Wyoming economy here."

What he learned also has helped him borrow managerial structures from other businesses to improve internal communication, and has helped him develop new marketing strategies.

Lastly, the senior editor for the Howard group credits the classwork for helping him talk to publishers in their language on the corporate level. □

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SYNDICATES SERVE SPREADING SMORGASBORD

Striving to accommodate change in the newspaper business, they are broadening the array of columns, comics and other features, and are providing more material for total-market-coverage publications and special sections

BY MARCIA RUTH
presstime staff writer

When America's most widely syndicated columnist asked readers to support passage of the National Cancer Act of 1971, Congress got its single largest flood of mail on any piece of pending legislation. Above the Senate mailroom, piled to the ceiling with sacks of almost a million cards and letters, appeared a sign acknowledging her power. "Impeach Ann Landers."

Still going strong 15 years later, this veteran of 31 years in newspapers continues to get strong reader response to her daily column—about 1,000 letters a day from home and abroad. That's impact any newspaper editor can envy.

Although not all syndicated features command such loyalty, their integral role in newspapers is well-established. And in recent years, these features have been expanding dramatically in breadth and variety even while their overall number, according to the annual syndicate directory of Editor & Publisher magazine, has remained relatively constant. With this change have come new and generally welcomed challenges to both the newspaper editors who select the features and the talented people who create them.

According to an informal presstime survey, most daily newspapers with circulations over 100,000 use about 100 to 150 syndicated features a year, and those with circulations of 20,000 to 50,000 average from 30 to 50. The papers pay anywhere from about $15,000 to $1 million a year, depending on the number they subscribe to as well as on their circulation and competitive position.

Syndication itself dates from the mid-1800s but did not enter daily newspapers in a big way until the early 20th century. Complementing the national and international news report of wire services, syndicates took hold initially with comics and columns.

Beginning in 1895 with "The Yellow Kid," the strip that spawned the term "Yellow Journalism" for outrageous press competition, syndicated comics ranging from the warmly received "Peanuts" to the often-controversial "Doonesbury" have evolved into national and international phenomena. In the column-writing field, like Walter Lippmann and Westbrook Pegler before them, syndicated columnists such as Jack Anderson and George Will wield as much influence as some of the politicians they write about. And features like crossword puzzles, bridge columns and horoscopes are simply enjoyed by millions who have no idea they come from a syndicate many miles away.

But in the past decade, syndicates, like their host newspapers, have changed dramatically. Just as newspapers reached for a broader spectrum of readers with a greater variety of materials for their news columns, syndicates expanded their offerings. In a sense, syndicates have served as caterers at a burgeoning newspaper smorgasbord.

Among their newer offerings are complete sections for newspaper inserts or separate delivery; packages of news and features on subjects such as health, food, travel and families; a wider range of specialty columns on subjects including soap opera digests and advice about sex; graphics—charts, maps, caricatures, etc.; television listings, with or without entertainment news and features; the editorial content of national magazines; information databases; and "one shots" such as free-lance articles and excerpts from best-selling books.

Until a decade ago, syndicates tended to market only what newspapers and independent artists and writers produced.

Today, operating almost like a newspaper editorial department, the larger syndicates also produce or commission

M. C. Vidali

Editors are faced with an almost perplexing assortment of choices.

many items they package for sale to newspapers. "Five years ago, certainly 10 years ago, this was not something syndicates did. Now it is among the leading things that we do, the revenue we get and profit we make," says Lou Schwartz, president of the Los Angeles Times Syndicate.

In addition, some syndicates have ventured beyond newspapers; they're into television production, book publication and broadway shows. Many have entered the lucrative land of "licensing," where newspaper comic characters generate sales for everything from toys to T-shirts to telephones.

Two of the largest operations—United Media and King Features—have diversified so much that only about half their revenues now come directly from newspapers. "When we formed United Media eight years ago, we tried to look at ourselves not as a syndicate company but as an idea company that operated across all media," says United's president and chief executive officer, Robert Roy Metz.

With the number of metro dailies shrinking, "we are looking at a market that is essentially static, and if we wanted to survive as a viable business, we had to do some other things," says Metz. "The ones who didn't—who tried to be just producers of columns and comics—have been gobbled up, have gone away."

Exactly how each syndicate works is largely unknown to outsiders. Highly competitive and secretive about numbers, the companies jealously guard their information. Numbers of clients and prices of individual features, for example, are hard to come by—and those that are released are sometimes questioned. "We don't think syndicates are truthful in the numbers they divulge," says Lee Salem, vice president and editorial director of Universal Press Syndicate. Even some published figures are "at best suspect and at worst specious," he says, and because of this, Universal refuses to take part in what he calls "popularity polls."

However, the syndicate business is highly concentrated so far as newspapers are concerned. "We all end up picking from the same sources, and there is a great deal of 'follow-the-leader,'" says Loren Ghiglione, publisher of the Bristol [Conn.] Press.

Despite the listing of about 350 syndicates in the Editor & Publisher Syndicate Directory, data from Feature Research Inc., a Texas firm, indicate that about 90 percent of syndicated material published in U.S. daily newspapers in 1985 came from only eight of them. Seven of the eight are affiliated with major newspaper groups or individual newspapers: Scripps Howard's United Media [encompassing United Feature Syndicate and Newspaper Enterprise Association], The Hearst Corp.'s King Features, News America Publishing Inc.'s News America Syndicate, Tribune Co.'s Tribune Media Services, The New York Times Syndication Sales Corp., Los Angeles Times Syndicate and The Washington Post Writers Group. The sole independent among the big eight is Universal Press Syndicate of Kansas City, Mo.

These companies have grown in two ways—in all cases, by expanding their product offerings; and in some cases, by acquiring other syndicates, such as King's purchase of Cowles Syndicate earlier this year [presstime, April 1986, p. 75].

The decline in the number of newspapers is "going to make honest people out of a lot of syndicators. They are not going to get away with foisting 'schlock.'"

Many people both inside and outside the syndicate business believe the consolidation trend will continue.

One of those is Richard S. Newcombe, president of News America Syndicate, which itself is for sale. "My personal prediction is that by the year 2000, there will only be one or two major syndicates," with major newspapers owning what he calls "boutique" syndicates.

With consolidation have come two counter trends: artists and writers are asserting more control over their material, and editors are being more selective and imaginative about how they use it.

For example, in increasing numbers, artists and writers are switching syndicates or splitting their business between two of them. "In the '40s, '50s and '60s, all the syndicates owned their features. Since then, a great number of the creators have fought hard to gain or regain ownership of their creation, which they should have had anyway," says Newcombe.

"On the other side of the coin, just as the creators want more freedom from their syndicates, the newspaper editors want more freedom" in how they use the material, he says. "There was a time when Walter Lippmann wrote a column five days a week, and [editors] would anchor that column five days a week and that column would never move," he says. "Those days are gone."

Another trend is that "exclusivity"—the restrictions editors placed on syndicates' sale of certain materials to competing newspapers—is losing its hold and changing its focus. Once a battleground for big-city dailies, the exclusivity issue nowadays more frequently pits metro dailies against suburban papers. (See story, p. 22.)

Amid these many developments in the evolution of syndicates, most observers say that the relationship between them and newspapers has improved dramatically, in part because of the increasing number of people with editorial backgrounds who lead and staff syndicates.

In the past, says Metz of United Media, many editors tended to "think of the syndicates as a bunch of guys going around peddling features." Now, particularly with the new services being made available, "it's not a buyer/seller relationship," says Karl Horwitz, president of The New York Times Syndication Sales Corp. and general manager of The New York Times News Service. "It's editor to editor."

Overall, the many changes have left people in the syndicate business optimistic about the future. "There are a lot of people in the [newspaper] industry who claim that the syndicate business is dying," says Dennis R. Allen, president of the Des Moines-based Cowles Syndicate when it was purchased by King Features. But "the future of the syndicate business, from my standpoint, is brighter today than it has ever been," says Allen, now vice president and creative director for King.

At the same time, Allen says the decline in the number of newspapers being published is "going to make honest people out of a lot of syndicators. They are not going to get away with foisting 'schlock,' which you could do when there were any number of newspapers who were gobbling up features. ... We're going to develop the kind of features newspapers will lust after," he says. "I'm banking on the recognition of quality by American editors."

Gene Pesek, Chicago Sun-Times

Ann Landers is swamped by just a portion of the 137,000 letters she received in response to a survey about women and sex.

What the Largest Syndicates Offer Newspapers

	Comics	Editorial Cartoons	Columns & Features	Puzzles & Games	Wires	Magazines	Book Excerpts (yearly)	"One Shots" (weekly)	Graphics & Feature Packages (weekly)
King Features Syndicate	61	5	63	12	—	—	—	—	1
United Media[1]	39	13	70	16	1	—	6	—	—
News America Syndicate	38	9	32	8	—	—	104	30	2
Tribune Media Services	25	11	164[2]	8	1	—	6	occasional	2
Universal Press Syndicate	17	6	39	2	—	—	12-15	1 or 2	1
The New York Times Syndication Sales Corp.	—	2	70[3]	3	12	16	30	20	—
Los Angeles Times Syndicate	7	5	61	4	1	2	52	7	4
The Washington Post Writers Group	3	3	19	—	—	3	1	—	—

[1]Includes United Feature Syndicate and Newspaper Enterprise Association.
[2]Including over 120 columns on KNT wire, marketed by Tribune Media Services.
[3]Including about 50 columns on wires, marketed by The New York Times Syndication Sales Corp.

CORNUCOPIA OF CHOICES. Beyond columns and comics, many of the new offerings are referred to as "packages," a mix of editorial material that editors can use in a variety of ways to suit individual needs.

In general, the smaller the paper, the more apt it is to use a syndicated package in the news columns of a special section or in a total-market-coverage publication.

One example is "Sunday Woman Plus," a weekly package of 15,000 to 18,000 words of "family-oriented" material. Drawing from a list of about 250 free-lance writers, plus nationally known columnists, the package's editors provide feature stories, celebrity interviews and columns on subjects like health, food, sex, children, the elderly and consumerism.

"We fulfill a need in marketplaces where they simply don't have the staff or the capabilities to do a Sunday magazine or a weekday product," says Merry Clark, editor of the King Features package.

Subscribing newspapers get the raw material along with camera-ready page layouts and color art. Clark says the papers, given four weeks' lead time, are "encouraged" to add local sidebars to national stories, such as a recent four-part financial series on the insurance crisis, home mortgages, two-career couples and personal banking. Newspapers ranging in size from less than 2,000 to more than 300,000 use the package in one form or another, she reports.

A pioneer in the package field, the Los Angeles Times Syndicate now offers them weekly in three subject areas—health and fitness, food styles, and entertainment—and includes related editorial art. Syndicate President Schwartz, a former managing editor of Newsday, oversees a package-producing editorial staff of about 20, augmented by a larger stable of free-lancers. The staff is divided into departments, each with its own editors, copy editors and managing editors.

As is true with King Features' "Sunday Woman Plus," the Times syndicate's packages are used in various ways by various newspapers. For example, Jack Rickman, feature editor of the Houston Chronicle and immediate past president of the American Association of Sunday and Feature Editors, says the Chronicle buys the health-and-fitness package, but "we don't use everything in it."

Other new dishes in the syndicated smorgasbord include: TV guides, magazines, graphics, wire services and "one shots."

- **Television program guides.** With the large number of cable channels now being offered in many locations, the job of providing accurate television listings poses a major headache for newspapers [presstime, June 1984, p. 6].

"In the days when you had five channels, you did it yourself," says Peter Willett, general manager of Tribune TV Log, the Tribune Media Services subsidiary that syndicates television listings.

"It just makes sense that the newspapers would look to specialists to come in and do this kind of thing," says Dean A. Vonetes, vice president and national director of advertising sales for TV Update, United Media's weekly television magazine.

Virtually all daily newspapers obtain their listings through one of these two syndicate companies.

Tribune specializes in customized guides, presenting various combinations of grids, rolling logs and topical lists. Its listings are most often used by larger dailies—over 100,000 circulation—with a combined circulation of about 24 million.

United concentrates on complete TV books, augmenting the listings with syndicate-written text and local advertising sold by the syndicate sales staff. Its TV Update is carried in 114 newspapers—most with circulations between 25,000 and 50,000—with a combined circulation of nearly 4.5 million. Other dailies are among the more than 2,000 publications that get listings alone from United.

Traditionally a difficult area for newspaper advertising sales, TV books and listings have become profit centers for some papers through syndication. Tribune sells small boldface ads that newspapers weave in with their daily and Sunday listings. United provides a complete sales staff that moves into a paper's circulation area for several weeks each year, selling 12 months of ads tailored for each paper's version of TV Update.

- **Magazines.** Although newspapers have long been able to negotiate individually for the right to republish magazine articles, the complete contents of some magazines are now easy for newspapers to obtain through syndicates.

Typically, subscribing newspapers receive the contents transmitted by one of the wire services at the time of publication. Editors then choose whatever they want and place it wherever they like.

A large syndicate can get 3,000-4,000 unsolicited comics and 3,000-4,000 text submissions a year, yet take on only three or four of each.

The largest syndicated source of magazine texts is The New York Times' syndicate, which has staples like Newsweek and U.S. News & World Report, specialty periodicals like Foreign Affairs, Foreign Policy and American Heritage, lifestyle publications like Family Circle and Ladies' Home Journal, and prestigious foreign magazines such as Der Spiegel, L'Express, The Economist, The Spectator, and Punch.

• **Graphics.** Newspapers' growing emphasis on modern graphics has been recognized by many of the syndicates.

For example, Tribune Media Services next year will begin to syndicate PressLink, a graphics network set up by Knight-Ridder Inc. for its newspaper group [presstime, Sept. 1986, p. 12]. The Tribune syndicate will continue to carry the twice-weekly Chicago Tribune Graphics Service, which includes camera-ready charts, maps and other illustrations. Similarly, the Los Angeles Times Syndicate markets packages of graphics from several large dailies.

But United Media and News America put together their own graphics packages. And some syndicates offer special packages, like the caricatures of public figures prepared by Chronicle Features, the syndicate of the San Francisco Chronicle.

• **Wire services.** Major newspapers make their contents available through supplemental wire services, but it is the syndicates that market most of the supplemental wires.

In addition to its own news service, The New York Times' syndicate markets the most domestic wires—The Baltimore Sun, Newhouse Newspapers, McClatchy Newspapers and States News Service—and the most international ones—Asahi News Service of Japan, International Herald-Tribune, Financial Times of London, LeMonde of Paris and El Pais of Madrid.

Other examples include Tribune Media Services, which sells Knight-Ridder's KNT News Wire; the Los Angeles Times Syndicate, distributing The Christian Science Monitor; and United Media, selling Scripps Howard News Service.

In addition to news, such wires also carry features usually obtained one-by-one through syndication. For example, there are more than 120 columns on the KNT wire and about 50 on the wires marketed through The New York Times' syndicate.

• **"One Shots."** News America Syndicate claims the largest selection of materials that editors buy on a "one-shot" basis, as opposed to syndicated materials received on a regular basis. "Our specialty is single articles and two- and three-part series," says Newcombe.

Among the 27 items the syndicate offered for the week of Sept. 22, for example, were a 2,000-word New York Magazine profile of U.S. News & World Report Publisher Mortimer Zuckerman, made timely because of the Soviet Union's detention of his Moscow correspondent, Nicholas Daniloff, and a five-part, 8,000-word series on the Beach Boys, excerpted from a recently published book on the rock group. In order to obtain rights to such exerpts before competitors act, "We pounce," says Anita Maderos, News America's assistant manager for select features.

From the stable of magazines it syndicates, The New York Times features about 10 "one shots" each week. Editors who do not buy a magazine's entire contents can preview these articles electronically, then pay only for what they actually use. Recent examples are Daniloff's account of his arrest and subsequent release by Soviet authorities (see story, p. 59) and the diary of his wife, Ruth. Both were published originally in U.S. News & World Report.

Marsha Bacon, Los Angeles Times

Los Angeles Times Syndicate's Julie Benson (left), editor/entertainment news service, and Managing Editor Steve Christensen confer in the LATS newsroom.

THE SELECTION FUNNEL. Before a new syndicated item reaches a reader—indeed, even before it reaches the newspaper editor's desk for consideration—it must pass through a lengthy selection process. Few make it through.

With the exception of features developed by syndicate staffs, the new offerings are the product of independent artists and writers seeking syndication. A handful of editors at each syndicate function as the narrow tip of a large funnel, picking one in a thousand. A large syndicate can get 3,000-4,000 unsolicited comics and 3,000-4,000 text submissions a year, yet take on only three or four of each.

People in the syndication business tend to agree with David

Hendin, United Media senior vice president and editorial director, who says the most basic criterion for developing or selecting new material is "to create a feature that cannot be created locally by one person—something that takes either a special person or so much work that it is not worthwhile for a newspaper to do."

Some syndicates seek a wide mix of material; others focus more narrowly.

"Syndicates that are ahead of the game are full-service talent agencies," says Newcombe of News America, which in addition to basic features this year joined the trend to "celebrity" columns by syndicating excerpts from the writings of Pope John Paul II. This new feature now appears in more than 100 newspapers.

Others have a more specialized goal. "My franchise as I see it is the editorial page," says William B. Dickinson Jr., general manager and editorial director of The Washington Post Writers Group. With columnists George Will, Ellen Goodman, David Broder and William Raspberry, he commands some of the hottest properties on the opinion pages of U.S. newspapers from a syndicate whose staff of seven could fit in the front lobby of large operations like King and United.

Chris R. Lucas, The Republican and The American, Waterbury, Conn.

Assistant Scene Editor Ruth Guillet Fields and Pressroom Foreman John Rock of The Republican and The American of Waterbury, Conn., check copies of Tuesday Woman, a weekly, 16-page tab made up almost entirely of syndicated material.

King is an example of a syndicate that specializes in features with wide appeal. "The ones that last usually have a strong universality," says Lawrence Olsen, vice president for marketing and sales. "We're not interested in a 'Hula Hoop' that whirls in and out," explains the syndicate's comics editor, Bill Yates. "We have strips that we've had for years that are very, very successful and continue to be successful. That's basically what we want."

Some syndicates bravely market new types of features for which skeptics say there is no apparent need. "When we introduced 'Tune in Tomorrow' (a column on soap operas), everyone said, 'Are you crazy?'" says United Media's Hendin. Also disparaged by editors at first were two other United columns—"Miss Manners" (on etiquette) and "Supermarket Shopper" (on coupons). All three are now syndicated in more than 200 newspapers. "What we're looking for," says Hendin, "are things we think will explode."

At the Universal syndicate editors seek out controversy. As the only major syndicate independent of a newspaper or newspaper company, it was formed in 1970 with the deliberate intention of operating out of the mainstream. "We just felt there was a niche for a syndicate that could take some chances, that could take some risk," says Universal President John McMeel. "We thought we could be a breakthrough company."

Universal opened with syndication of selections from the Random House book by Seymour M. Hersh on the Vietnam War's My Lai massacre and launched the liberal "Doonesbury" strip within its first year. Universal also syndicates conservative columnists including William F. Buckley Jr. and James J. Kilpatrick.

A few, such as Heritage Features Syndicate, stick to one viewpoint. Affiliated with The Heritage Foundation, its "motivation is basically to have a syndicate for conservative and free-market writers," says Managing Editor Andrew C. Seamans.

For newspapers, this expanding spread of features is an editorial groaning board, and selections must be made.

At most smaller papers, choice reflects the taste of the top editor. "My prejudices come into play," says Richard D. Martin, editor of the Kenosha (Wis.) News (evening, circulation 29,892). And sometimes features are chosen to please a particular segment of the community. "I bought (the comic strip) Cathy, which I hate but I knew women would love," says Martin, who claims that in this case he "overcame" his prejudices through application of a simple test: "Is it on the refrigerator with a magnet?"

Metropolitan dailies often designate one of their editors as "gatekeeper"—a central contact for the syndicates. This person channels promising material to section editors who actually decide what to buy.

"I don't act as an all-seeing, all-knowing editor," says Greg Lippert, "gatekeeper" at the Chicago Tribune. For instance, he says, "I don't have the expertise to say, 'This is a far better food column than we now use.'"

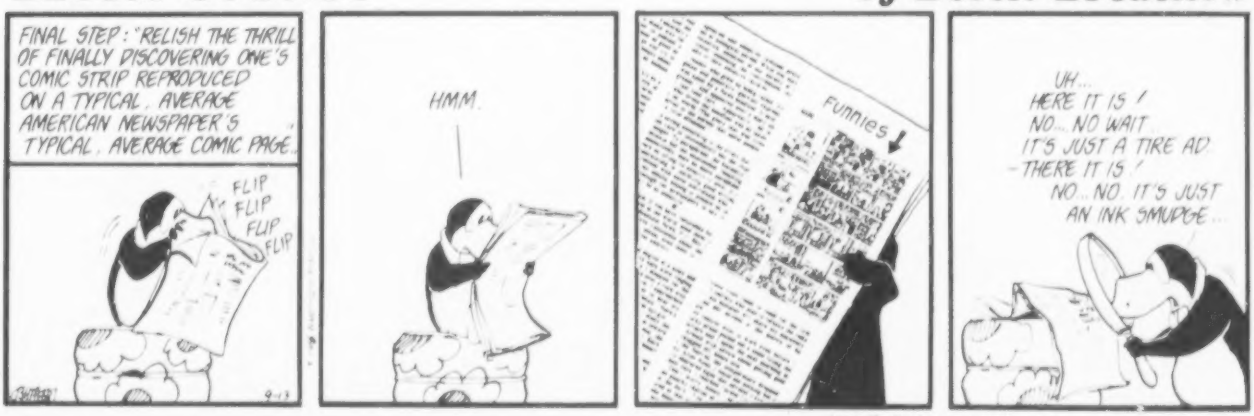
Lippert, whose actual title is features editor, says he talks with representatives of major syndicates "in most cases several times a week and in all cases once a month."

In general, the papers using the most syndicated material fall in the 100,000-to-250,000-circulation range, says Hawkins of Feature Research Inc.

Perhaps the main reason is explained by Tony Bembridge, managing editor/news features of The London (Ontario) Free Press (morning, 128,695): "I don't think we could do without nationally syndicated material. There are just areas of expertise we can't expect to pay the attention to that a newspaper the size of the LA Times can. Syndication allows you a good marriage between local material and other material."

Editors in competitive markets say they make special efforts

BLOOM COUNTY **by Berke Breathed**


FINAL STEP: "RELISH THE THRILL OF FINALLY DISCOVERING ONE'S COMIC STRIP REPRODUCED ON A TYPICAL, AVERAGE AMERICAN NEWSPAPER'S TYPICAL, AVERAGE COMIC PAGE."
FLIP FLIP FLIP FLIP
HMM.
Funnies
UH... HERE IT IS! NO... NO WAIT IT'S JUST A TIRE AD. -THERE IT IS! NO... NO. IT'S JUST AN INK SMUDGE...

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to keep up with the syndicates and to try new features that seem to have the potential of being a hit.

"We buy new things, probably more than most, because of competition," says J. Scott Bosley, managing editor for features at the Detroit Free Press. "I used to be [at the Akron Beacon Journal] in Akron [Ohio]. There I could buy it I *knew* it was successful. Here it I think it *might* be successful, I'll buy it and watch it," he says. "You don't want to risk making a mistake."

For the editorial and op-ed pages, many editors seek balance. "We're always looking for a fresh point of view," says C. Michael Pride, editor of the Concord [N.H.] Monitor.

In addition to publishing syndicated political columnists on the editorial page, Pride says, "we're looking for different voices" for the op-ed page. What he wants there, he says, is people — syndicated or independent — who are "writing about what's not the top five AP items of the day. I don't want all the items to be about Libya, South Africa, the economy, tax reform. There need to be more pieces reflective of the way people live."

Balance also is a key at The Omaha World-Herald. After "credibility," says Editor G. Woodson Howe, "we look for an

Newspapers Are Asking For Less Exclusivity

One of the most controversial aspects of the way syndicates and their newspaper clients do business involves "territorial exclusivity"—the denial of features to a competing newspaper. There are indications, though, that the situation is easing.

Newspapers "still require territory, but for the most part they are asking less than they did 10, eight, six years ago," says Editorial Director Lee Salem of Universal Press Syndicate. "Where they used to insist on 200 miles, they now ask for 50, but they are still very adamant about what they consider their primary circulation area."

Speaking from an editor's perspective, Timothy M. Kelly of the Daily News in Los Angeles says "there was a time when some newspapers wanted exclusivity over the whole state and adjacent states, but that's been cut back little by little. It's not necessary anymore. In the old days, it was used by one big-city paper against another big-city paper. Now it's the big-city paper against the suburban papers nipping at the heels of the big-city papers."

Editors in the shadow of bigger dailies are most adamant that the practice must cease. Terming exclusivity "a throwback to the Dark Ages of Newspapers," Eugene Cryor, editor of the Fort Lauderdale News and Sun-Sentinel, says he does not claim exclusivity against smaller papers in his circulation area, yet loses features because of syndicate contracts with The Miami Herald.

William B. Ketter, editor of The Patriot Ledger in Quincy, Mass., has often spoken out against exclusivity claimed by The Boston Globe and other large papers [presstime, Feb. 1986, p. 35].

"American newspapers get up on their soapboxes in this country and around the world, and they talk about free access and an open society. And when it comes to the comic strip of 'Peanuts,' the editorial cartoons of Herblock or the commentary of David Broder, they don't believe in this. They believe that business is business, competition is competition, and if you are not the main paper in an area, 'tough luck,'" says Ketter. "I just think it's hypocritical, and I don't know how anyone can talk to me about 'free expression' or 'free press' and then not practice it in its totality."

Although territorial exclusivity has been the subject of several lawsuits, the most frequently cited case is the 1975 consent decree denying The Boston Globe exclusivity in an area where it did not have 20-percent penetration.

Last March, The Tribune in Oakland ended a three-year antitrust action against the San Francisco Chronicle by settling out of court a case many papers hoped would further erode syndicate exclusivity of dominant metros [presstime, April 1986, p. 48]. "I was hoping Bob [Tribune Publisher Robert C. Maynard] would take them to court," says Fort Lauderdale's Cryor.

The March agreement called for a step-by-step waiver of exclusivity by the Chronicle. Initially, the Tribune got three strips. Over the next 15 months, the Chronicle agreed to waive exclusivity to nine more features. And in mid-1987, it will begin to drop exclusive rights to three additional features every six months.

Opinions differ on the implications of the San Francisco-Oakland settlement. It "does not have the force of law," notes N. Christian Anderson, editor of The Orange County [Calif.] Register. But some other editors agree with Kelly that although the settlement is not binding on other newspapers, it is "just one more nail in the coffin of exclusivity." —*Marcia Ruth*

equal number of conservatives, liberals and moderates. And we don't want to get too top heavy with people who have 'Potomac fever.'"

Like many editors, Howe is also selective about the columns his paper uses. "We pay for three columns a week, but we won't use any if they're not good," he says. "Nobody has a prior claim on our space, no matter what their reputation."

At the other end of the spectrum, the larger papers usually use a smaller percentage of syndicated material on their editorial and op-ed pages.

The New York Times has none on regular contract.

Newsday has "half a dozen Newsday columnists and half a dozen syndicated columnists, and we use each of them at least once a week," says Senior Editor Eileen Barth.

In some cases, editors use popularity polls and other more scientific methods of deciding which columns and comics to buy or to keep. With comics, the process can be particularly painful because one strip usually must be dropped to make room for a new one—and killing the wrong one can touch off a storm of reader protest.

The selection process often reveals how segmented readership really is. "Readership varies widely, one could even say wildly," says David Starr, publisher of Springfield (Mass.) Newspapers. "The trick is to forecast whether a feature will be attractive for that segment of the population you are interested in."

Post-card polls that rate popularity do not show intensity, which is better revealed in a "drop test." For example, following a recent post-card poll in which many of the 8,000-9,000 respondents gave low ratings to "Robotman," the Rocky Mountain News dropped the strip and got "close to 400 calls in a few days," says Editor Ralph Looney. After restoring "Robotman," Looney says, "the next one we took out we got not a peep."

"The basic issue is one of segmentation," says Philip Meyer, William Rand Kennan Jr. professor of journalism at the University of North Carolina, Chapel Hill. "Editors are hung up on the 'referendum model' and tend to drop the least-read strip. But the least-read strip may be important to an important segment (of readers)."

As described in Meyer's recently published *The Newspaper Survival Book*, there is a growing awareness that comics need to be rated for three different kinds of readership: dramatic serials ("Steve Canyon"), light humor ("Dennis the Menace") and sophisticated humor ("Doonesbury").

Indeed, while some features are aimed for a mass audience, editors select others that appeal to a particular group. For example, when Gary Larson first syndicated "The Far Side," a lot of editors bought the panel knowing the appeal of the "far out" comic was strong but limited to a particular group of readers, says Stuart Dobbs, editor and general manager of Chronicle Features. "We're talking about the newspaper audience being a lot of little audiences."

PRICING: A MOVABLE FEAST. In contrast to the openness with which they tout the many features they offer, the syndicates close the door when the subject turns to costs. As one syndicate president put it when asked about prices, "I'd rather be evasive than definitive."

But some will give ranges. At United Media's United Feature Syndicate, prices go from $5 per feature per week in the smallest newspapers to $500 in the top markets, with the average price about $12-15. United's Newspaper Enterprise Association subsidiary sells packages of various features—primarily to smaller newspapers—with prices also based on circulation.

"Having to barter . . . is kind of a waste of time. I would like to know what the going rate for 'Doonesbury' is per 10,000 circulation."

At the Los Angeles Times Syndicate, Schwartz says "the range for a standard newspaper feature is probably $5 a week—occasionally less than $5—and over $300, depending on the situation." At The Washington Post's syndicate, the average cost of a column is $14 weekly, according to Dickinson.

"One shots" are another story. "Simply because there are so many variables," says Medeiros at News America Syndicate, "I think any kind of a price range would be misleading." They vary in price not only according to the circulation of the paper and the nature of the feature but also according to the feature's length. "If it's a 'how-to' or a routine interview or a travel piece, it would most likely be sold at a regular rate," where the minimum is $25, says Doris Richetti Nolan, News America's director of licensing and select features. "If it's an exclusive, or if the syndicate had to pay a large amount of money for the rights, the price would be escalated," she says. Then "the minimum could be $500 for a single piece."

While pricing for "one shots" is understood to be flexible, the secrecy surrounding even the most routine purchase of comics and columns results in what Editor Luke Feck of The Columbus (Ohio) Dispatch calls "a very sophisticated haggling system."

This process irks some editors. "Having to barter for something like this is kind of a waste of time," says Lawrence K. Beaupre, executive editor of Westchester Rockland Newspapers, White Plains, N.Y. "I would like to know what the going rate for 'Doonesbury' is per 10,000 circulation, or whatever," he says. "There is never a publicly quoted price."

Of the syndicated material he buys, Beaupre says the price falls in the $18 to $60 per feature range for his group of 10 evening dailies totaling 180,093 circulation. But there seems to be little relationship between the quality of a feature and its price, he observes. "How they arrive at those prices is a mystery to me."

For artists and writers, price is more standardized. Syndicates generally split feature sales 50/50, but special deals are common. For example, if an author shifts syndicates, as is happening more frequently these days, the new one may agree to pay a higher percentage for existing clients than for business gained after the shift.

Syndicate executives agree that newspapers of their parent companies typically get first crack at new releases—but no price breaks. Multi-paper purchases by newspaper groups are rare.

BRANCHING OUT. Most syndicates still conduct nearly all of their business with newspapers, but several of the major ones now market some of the same features to other media.

"We continually look at all of the (King) syndicate's characters—that's a real resource—in terms of what can we add and how can we change and how can we make it work in a different medium, and still be true to the property and the creator," says Executive Vice President Bruce L. Paisner.

A recent example is the adaptation of "Flash Gordon," "The Phantom" and "Mandrake the Magician" into a daily network

Gary Fong, San Francisco Chronicle

Wright of the San Francisco Chronicle says she always is on the lookout for offbeat material.

television show, "Defenders of the Earth," that began Sept. 29, while the strips continue in newspapers. "Defenders is a classic, company-wide project," says Paisner, who is also president of King Features Entertainment, another Hearst subsidiary. "We took comic strip characters, put on a major animated television series, and we have 60 categories of licenses, from toys to thermos bottles."

More familiar examples of non-newspaper syndicate activity are the products that line the shelves at bookstores and novelty shops: books; compilations of columns, comics and other syndicated material into book form; calendars; stuffed animals of comics characters, as well as coffee mugs, stationery, bookmarks and many other items. There have even been Broadway shows featuring the characters from "Peanuts," "Doonesbury" and the erstwhile "Li'l Abner."

FUTURE. In moving to licensing and other enterprises, and in seeking to help newspapers appeal to a wider range of readers, the syndicates are securing their basic survival.

But the number of major syndicates is expected to continue to decline, and this concerns some newspaper editors. "Four or five 'mega-syndicates' are going to control everything that's worth anything. That gives them a hell of a lot of power," says Timothy M. Kelly, editor of the Daily News of Los Angeles. He also fears that "as you get bigger, the tendency is to be less daring."

Similarly, Rosalie Muller Wright, feature and Sunday editor of the San Francisco Chronicle, observes that for her market, "a lot of the syndicate offerings are fairly tepid." Wright, who is the newly elected president of the American Association of Sunday and Feature Editors, says she is continually on the lookout for "the off-the-wall kind" of features.

For their part, however, syndicate executives maintain that some larger syndicates' sheer size enables them to absorb the start-up costs associated with more experimental material.

Most people at both syndicates and newspapers say they expect the assortment of features will continue to grow.

That's good news indeed to some newspaper editors who see a need for additional dishes at the syndicates' buffet.

Many bemoan the current dearth of "liberal" columnists. "I'm looking for one right now," says Pride of Concord.

Others call for adding more women and minorities to the lineup. Newsday's Barth says that most syndicates currently offer one black male and one white woman alongside several white males. "They tell me that op-ed page editors will not buy more than one female or one black," she says. "I'm not sure which comes first, the reluctance to go out and sell or the reluctance to buy. But I think it's a sad commentary on the offerings."

Still other editors identify opportunities for more special features. Syndicates are "very good at delivering syndicated columnists," says Ronald Patel, assistant managing editor/Sunday of The Philadelphia Inquirer, but "they haven't kept up with the times" in terms of some other needs.

Among these, Patel says, are more "real quality reporting" on the entertainment industry that is not gossip. "It's very expensive for an East Coast paper to maintain a West Coast reporter," he observes. After virtually taking over TV listings, syndicates could also provide information about such matters as recordings now available on compact discs, he says.

The Newspaper Features Council, composed of representatives from syndicates and newspapers as well as syndicated artists and writers, may play a leading role in shaping some of these issues in years to come. Executive Director Catherine T. Walker says "we're trying to address the problems of the various groups" on the council. Newspapers, for example, want to know such things as "how an editor at the syndicate picks a comic strip," she says. On the other side, cartoonists have complained about newspapers' increasing tendency to reduce the size of comics (presstime, Sept. 1986, p. 45).

Another widely held expectation is that the means of transmitting syndicated material to newspapers—illustrations as well as text—will become even more computerized, virtually ending the earlier practice of sending features by mail.

On the matter of pricing, some people forecast that smaller papers will have to start paying more to buy syndicated material. "It's stunning to me how low the prices are for newspapers, especially smaller papers in non-competitive markets," says Schwartz of the Los Angeles Times Syndicate. "The top five papers can pay $200 or $300 for a feature, but a paper that is one-tenth their size will not pay one-tenth the price," he says.

Further expansion by the syndicates into the area of licensing is also on tap, observers say.

But no matter how diversified syndicates become, newspapers will remain the heart of their operations. "It all starts with newspapers," says Joseph F. D'Angelo, president of King Features and past president of the features council. Despite the fact that "growth in ancillary areas beyond newspaper exposure is limitless in two areas, television and merchandise licensing," and "income can be *enormous* in relation to what you generate from sales to a newspaper," the syndicate executive says "the difference is *durability*." Whereas the life of syndicated material can be "transitory" in other media, he says, "in a newspaper it can be forever." □

A young cartoonist realizes a dream by gaining syndication. See profile, p. 48.

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PUBLISHER POLITICIANS

Although they are less common today than in days of yore, politically active newspaper people spark some ethical concerns

BY MARGARET GENOVESE
presstime staff writer

It's October, and the days before the November elections are dwindling down to a precious few.

John Grey Montgomery, the Democratic candidate for lieutenant governor of Kansas, is in his office in Junction City taking a break from campaigning to tend to some of the business associated with being publisher of Montgomery Publications, a privately owned newspaper group composed of The Daily Union in Junction City and five weeklies in the state.

As a newspaperman running for office, Montgomery is an example of a once-common group that is now, in the words of another Kansas publisher, a "dying breed."

Montgomery is a name that has been linked with Kansas politics, as well as publishing, for three decades. Montgomery's late father, John D. Montgomery, was a two-time candidate for the U.S. House of Representatives, a member of the Democratic National Committee and state director of highways.

"I've sort of grown up around politics," says the current candidate for lieutenant governor, who served on the Kansas Board of Regents before tossing his hat, press pass and all, into the ring.

Kansas has a history replete with such involvement. The late U.S. Sens. Arthur Capper, Joseph L. Bristow and Clyde M. Reed were Kansas publishers. And the revered William Allen White, editor and publisher of The Emporia Gazette, was a legendary political power. A Pulitzer Prize-winning editorial writer, he also was a national committeeman for the Republican and Progressive parties and an unsuccessful candidate for governor.

Similar examples of past political involvement by publishers and editors can be found elsewhere. For example, Patricia L. Dooley, a graduate student at the University of Minnesota, in research completed last year found that of 145 randomly selected Minnesota editors and publishers during 1923-38, 29 had run for elective office. Of the 26 who were elected, 22 retained their newspaper positions; of the four who didn't, only one left the newspaper because of a perceived conflict of interest—and he named his wife editor and publisher in his absence.

Confirming the contemporary trend to lesser political involvement among newspaper people, Dooley found in a 1983 survey of 22 Minnesota dailies that 21 had restrictions on political involvement; 13 flatly prohibited holding office.

The trend is noticeable even in states with such a strong publisher-politician tradition as Kansas. "There is a transition being experienced in our state among many editors and publishers who feel they should not be as actively involved, particularly in the political element," says David L. Furnas, executive director of the Kansas Press Association.

> *"There's been a much sharper restriction on political activity and, to some extent, on civic activities."*

In Kansas, as well as across the country, some newspapers bar political activity from top management down. As Dooley found in Minnesota, many others prohibit news and editorial staffers from engaging in politics or impose other restrictions.

At The Wichita Eagle-Beacon, for instance, W. Davis Merritt Jr., executive editor and senior vice president, maintains that reporters and editors should stay out of political campaigns—to the point of not displaying yard signs or bumper stickers. He is concerned that it creates a public perception of favoritism—a candidate may see them and say, "Hell, the newspaper's parking lot is full of bumper stickers for Jones. No wonder I can't get a break."

Fear of favoritism also prompts some newspapers to restrict involvement of their news employees in community affairs of an apolitical nature.

Although the trend is away from political involvement, politically active newspaper people still can be found in all levels of government, from Congress to the city halls of the smallest communities.

An example of the latter is Rol Hudler, editor and publisher of weekly The Burlington (Colo.) Record and 19-year mayor of that town of 3,200. A newspaper person has "a lot of resources available to you that nobody else has in a small community. . . . That's a real tremendous advantage, and I think these small communities need all the advantages (they) can possibly get," says Hudler. Yet, he adds, "most of my colleagues don't think it's a good idea" to mix publishing with politics.

EVOLVING ETHICS. Del Brinkman, former dean of the William Allen White School of Journalism at the University of Kansas, has witnessed the shift in political involvement among newspaper people. "The roles of both the journalist and the elected official have changed, and they are more distinct," says Brinkman, who is now the university's vice chancellor for academic affairs. "It's part of an evolution that has occurred in society generally. The 'watchdog' function of the press has almost dictated that this kind of separation, so to speak, occur."

John L. Hulteng, long-time writer on press ethics, says the change is relatively recent in origin. Since the 1970s, "there's been a much sharper restriction on political activity and to some extent on civic activities," he says.

Hulteng dates the change to the period following Watergate and the Vietnam War, when the public began to recognize, and express reservations about, the power of the press. That prompted soul-searching among the media. "As this happened, the problems that some of these conflicts of interest posed have been seen more clearly," he says.

While Kansas publisher Montgomery sees no conflict of interest in his statewide candidacy in the Nov. 4 election, he says there is potential for conflict at lower levels of elective office. It is "in-

appropriate" for a publisher to run for a city or county office, he believes. "It would be too hard to separate the two roles. On a more regional and statewide basis, I don't see the same conflict."

Unlike Hulteng and Brinkman, Montgomery thinks the disinclination of publishers to become involved in politics is driven more by changes in ownership patterns than philosophy. "I think the chains would frown on their publishers running for political office. It takes a certain amount of independence, both financially and time-wise, to do this. I'm not sure the groups would permit them to take the time."

Despite his belief that the dual roles do not conflict, Montgomery asked the editor of each of his company's papers to draw up guidelines for their 1986 campaign coverage. "We have always had the philosophy we should give equal coverage to both parties," he says. Preparing guidelines "just put in writing what we were doing before."

Steven E. Curtis

Campaigning for lieutenant governor, Publisher Montgomery (right) greets Kansas City (Kan.) Chamber of Commerce official Robert Mayer.

MIXING PRESS, POLITICS. Ethics expert Hulteng believes that when it comes to politics, the "conflict of interest problem is so evident there and so great, it doesn't make any difference" what job a person has at the newspaper. "Your involvement in politics creates a problem for (your) colleagues," he says.

Agreeing with that sentiment was a majority of daily newspaper publishers responding to a poll conducted last April by Allied Daily Newspapers, a regional organization for newspapers in the Pacific Northwest. Ninety percent of the 34 respondents said they do not allow top management or newsroom employees to be politically active; and 57 percent said they place limitations on the political activity of non-newsroom employees.

One newspaper with a building-wide prohibition on political activity is The Manhattan (Kan.) Mercury, whose employee manual states: "There is no quicker source of misunderstanding and suspicion in our profession than the area of politics. We must not give any person reason to suspect that our handling of a story, editorial or picture is related in any way to political activity by a member of the staff." Reports Editor and Publisher Edward Seaton: "We have, in the past, terminated employees who opted to be involved in political activities."

Restrictions also are often found in newsroom ethics codes. Two approaches commonly taken are:

• **Prohibiting.** The Trenton (N.J.) Times' newsroom code states that there shall be: "No political involvement by any staffer at any level in a campaign. No political memberships, no bumper stickers, no buttons." Financial contributions must be reported in advance to the executive editor. Even such things as dating a campaign worker have to be reported to a supervisor.

Response to the code, drawn up two years ago by a committee of reporters and editors, "has been very positive because it is a set of guidelines set up by peers, rather that a flat-out set of rules," says Editor Linda Cunningham.

• **Distancing.** Unlike the Trenton daily, the Los Angeles Times does not flatly prohibit political involvement. Rather, its newsroom code says staff members "should not take part in political or governmental activities they may be called upon to cover, or whose coverage they supervise."

As Executive Editor William F. Thomas explains, "There would be little sense in prohibiting a music critic from serving as a school board member." However, he adds, such public service would pose a problem for a general assignment reporter.

The St. Paul Pioneer Press/Dispatch has no written rules barring or restricting political involvement by news staffers. "But they do know that if somebody gets involved or seeks office, we certainly would pull them off of any assignment" related to it, says Editor William R. Finnegan. He recalls two such cases at his newspaper within the past decade, one involving an editorial writer who was mayor of a small community in the area, the other a reporter who served on the local housing and redevelopment authority.

Finnegan, who is chairman of the Ethics Committee of the American Society of Newspaper Editors, discourages staffers from becoming active in politics or accepting government appointments.

CONTRASTING CONTRACTS. One thing that may stop a newspaper from prohibiting political involvement is a labor contract, Finnegan notes. There were contrasting situations this election year at two daily newspapers in Massachusetts.

In the first, a makeup editor for the Malden (Mass.) News served as media adviser for a candidate for the Democratic nomination for the state legislature.

The newspaper's contract with The Newspaper Guild of Greater Boston stipulates that an employee is free to engage in "any activity" outside of working hours provided it does not compete with the company or interfere with the employee's duties. Because of this, Editor Daniel C. Murphy could only ensure that the makeup editor, Richard J. Swanson, did not handle copy about the campaign.

Swanson says he would not have considered the political role if he were still a reporter on the city beat. But as a makeup editor, he saw no conflict. "I get to choose whether to run the Bhopal tragedy in India high up on the page or low on the page—nothing to do with the local issues."

However, Editor Murphy is not persuaded. "Even the appearance of conflict, I

think, is important" he says.

In the second Massachusetts case, The Boston Globe used its labor agreement with The Globe Employees Association to force an editor to give up his political activity. The agreement requires prior approval from Globe management before a newsroom employee runs for office.

Edwin H. Damon was a member of the school committee in Ipswich, Mass., when he joined the Globe in 1972. In 1974, he received permission to run for selectman of the town of 11,500 people. Relying upon that same permission, he ran and was re-elected three times. Damon says that after his re-election in 1983, the Globe said he had violated the labor agreement by not getting prior approval that year. The paper instructed him to do so in the future.

When election time came this spring, Damon asked his immediate supervisor, the editor of the Sunday newspaper, for permission to run. "He said he didn't see any conflict, so I took out nomination papers," says Damon, who edits the Sunday paper's "Living" section and the "Fun Pages" for young readers.

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"Because of his stature in the community, a publisher needs to be involved in certain appropriate things."

Subsequently, there was a change in Sunday editors, and Damon renewed his request with the new one, who referred him to Alexander B. Hawes, assistant managing editor/administration. Hawes turned him down.

By that time, Damon's name was on the ballot. He told Hawes he would withdraw and announced that fact at a League of Women Voters forum. "As it turned out," he says, "I was elected anyway." He served for a month and a half, until the town could hold a new election.

COMMUNITY AFFAIRS. On the question of whether newspaper people should be involved in other types of community affairs, Hulteng finds it "much harder to draw a neat line." There are eloquent arguments voiced on both sides, he says.

Some editors and publishers argue that civic involvement by the staff is good for the newspaper. "We want our people to be involved in our community," says Gregg Jones, publisher of The Greeneville (Tenn.) Sun. "We believe that they can do a better job in developing contacts and in understanding the needs of the community by actually being involved, and I would dare anybody to find any trace of partisanship on anything but our editorial pages."

"I feel very strongly that newspapermen are also citizens of a community, and as long as a newsman can serve his community in a service capacity and not jeopardize his sense of professional ethics, or compromise them, I see no problem," says James H. Gray Jr., editor of the Albany (Ga.) Herald. Gray serves as president of the local United Way campaign, vice president of the local chamber of commerce, chairman of the board of Leadership Albany Foundation and vice chairman of the board of the local Goodwill Industries agency, among other things.

(Gray does not favor political office for newspaper people, however, even though his father, James H. Gray Sr., served as editor and publisher of the newspaper and, from 1973 until his death in September, as mayor of Albany. "Personally, I had a problem with a newspaperman being mayor of a community, but I reconciled it simply by saying that my father is publisher of the paper and, of course, that makes him more of a businessman than a newsman.")

On the other hand, Finnegan of St. Paul believes editors should take an "arms length" approach to civic groups. "I think an editor certainly can be involved in his church, a Boy Scout troop or something like that. I would begin to draw the line at being the president of the chamber of commerce or chairman of the Boy Scout Council in the area."

Newsroom ethics codes commonly advise employees against taking leadership positions in groups that are potentially newsworthy or doing public relations work for any group. A few newspapers have adopted a policy of public disclosure of civic involvement by staffers.

Unlike in politics, some newspaper people see reason to make a distinction between news-editorial staffers and others in the newspaper when it comes to civic involvement.

Merritt of the Eagle-Beacon suggests that there should be three standards—least restrictive for employees other than newsroom and publishers, most restrictive for newsroom employees, and an in-between category for publishers, who are technically responsible for the entire newspaper, including the newsroom. "Because of his stature in the community, a publisher needs to be involved in certain appropriate things," Merritt says.

Finnegan agrees that publishers tend to be sought after for leadership in the community. They have to come to terms with how they are going to relate their jobs at their newspapers with their civic activities. "I know good publishers agonize over those issues quite a bit," he says.

One publisher who confesses to being "uncomfortable" in his role as civic leader is Seaton of Manhattan, Kan. "Newspapers grow with their communities," he observes. It is "a business function" of the publisher or general manager to be involved in community affairs. "Where it gets to be sticky is where the publisher carries the title of editor-in-chief, which I do," Seaton says.

Currently, Seaton is chairman-elect of the Kansas State Chamber of Commerce. Although he considers his chamber activities—including a recent trip throughout the state stumping for a constitutional amendment to change property assessment methods—a "clear conflict of interest," he believes the organization's work to be beneficial to his newspaper, his company and the struggling Kansas economy. "That's how I'm justifying it." □

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Conservative Bloc Crumbles When Press Cases Reach Court

BY GUIDO H. STEMPEL III

The appointments of William H. Rehnquist as chief justice and Antonin Scalia as associate justice have caused some analysts to suggest that difficult days may be ahead for the press in the Supreme Court.

After all, Rehnquist has voted against the press 77 percent of the time in the 77 First Amendment cases involving the press during his tenure on the court. Scalia, these analysts predict, will vote with Rehnquist most of the time, and that combination will lure other justices with conservative inclinations into their camp [presstime, July 1986, p. 62].

It could happen that way, but a look at voting patterns suggests another possible outcome.

Rehnquist joined the court in the 1971-72 term, along with another appointee of President Richard M. Nixon, Lewis F. Powell. They joined two earlier Nixon appointees, Chief Justice Warren E. Burger and Harry A. Blackmun on the court. This marked a substantial change in the composition of the court, and the impact on press-related cases was soon evident.

In the first three years Powell and Rehnquist were on the court, there were 22 press cases. In 17 of those cases, the four Nixon appointees all voted the same. Furthermore, in nine of those cases, they joined with Byron R. White in a 5-4 decision.

All nine decisions went against the press. Fortunately, only two were major cases. One was *Branzburg v. Hayes*, the case in which the court rejected confidential privilege for news people. The other was *Miller v. California*, the obscene-pornography case. While that decision was significant in its area, it had little effect on newspapers.

The bloc crumbled the next year. There were five press cases, and the Nixon foursome didn't get together on any of them. They split 2-2 on one, and Rehnquist was the sole holdout on the other four.

This is not to say that the four Nixon appointees stopped voting together. In fact, they voted as a bloc 24 times in the 55 press cases in the next 12 years. However, only one of these was a 5-4 vote, and 13 were unanimous decisions.

What has happened is that Blackmun and Powell have pulled away from Rehnquist. Rehnquist voted against the press

William H. Rehnquist

Warren E. Burger

Harry A. Blackmun

Lewis F. Powell

77 percent of the time in those first three years and has continued at that pace for the entire 15 years. Blackmun, on the other hand, voted against the press 73 percent of the time those first three years—but only 36 percent of the time since then. Powell, who parted company with the other three four times in those first three years, voted against the press 64 percent of the time. Since then, he has voted against the press 47 percent of the time.

What this means currently can be seen by looking at the voting since 1981 when Sandra Day O'Connor joined the court. The cases to look at are the ones on which Rehnquist and William S. Brennan disagreed. When they agree, the outcome is assured. There were 14 press cases on which they disagreed in the last five years.

Blackmun, who voted with Rehnquist on 21 of 22 cases from 1971-74, voted with Rehnquist on only four of the 14 cases on which Rehnquist and Brennan disagreed from 1981 to 1986. Powell voted with Rehnquist six times, with Brennan seven times and did not participate once.

O'Connor, who holds views similar to Rehnquist's on a number of issues, voted with him on eight of those 14 cases. John Paul Stevens also voted with Rehnquist on eight of them, while White voted with him on nine and did not participate in one.

There is more than the mere counting of votes to consider, however. Look at what has happened in some major cases. In *Philadelphia Newspapers v. Hepps*, which established that the burden of proof is on the libel plaintiff to prove falsity where there is public interest, Blackmun, Powell and O'Connor joined Brennan and Marshall in this year's 5-4 decision.

Those same five joined in the 1984 decision in *FCC v. League of Women Voters of California* giving public broadcasting stations the right to editorialize.

Blackmun, O'Connor, Powell and Stevens joined Brennan and Marshall in *Bose v. Consumers Union*, the 1984 decision that opened to appellate court review the determination of whether there was reckless disregard of truth in a libel case.

So, while there are other justices who see some issues as Rehnquist does and who might at least be said to have conservative leanings, there is no conservative bloc awaiting the chief justice's call.

While Rehnquist has remained steadfast in his position with regard to the press, Blackmun and Powell have moved to the center. That is where O'Connor and Stevens have positioned themselves, too.

Whether Rehnquist can get more support from these colleagues without changing his position remains to be seen. It may well be that the price for that support will be meeting them halfway. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

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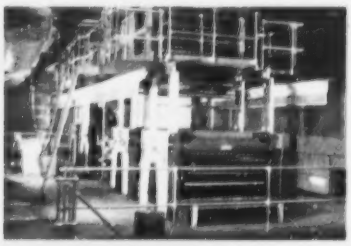

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COMPENSATION TRENDS

Newspapers try new ways to reward top performers from the limited pool of money available for wage increases

BY CLARK NEWSOM
pressTime labor writer

Slowly, some changes are taking place in the way newspapers compensate their employees.

Pay increases for both unionized and non-union employees traditionally have come once a year as the reward for performing well enough to stay on the payroll and to maintain purchasing power in an inflationary economy.

But a trend toward tying pay to performance—so-called "merit pay"—is gaining momentum, especially in the newsroom.

Newspapers also are using compensation plans that have built-in incentives for outstanding job performance, including paying annual bonuses to employees for helping to meet company objectives.

"Companies are talking about getting away from annual general increases and looking at such things as bonus awards based on team accomplishments," says Michael J. Valenti, compensation and benefits manager at the Los Angeles Times.

Valenti says the Times encourages one-time bonuses for all employees for outstanding accomplishments, particularly in project-related assignments. In addition, he says, "We've redesigned a long-standing incentive-pay program in some of our production departments where excellent performers are rewarded with bonuses."

However, merit pay has run into obstacles at unionized newspapers in cases where the concept involves something other than payments above contractual, top-salary minimums.

For example, at newspapers in Cincinnati and Milwaukee, management proposals for wage increases based *solely* on merit have gone from the bargaining table to litigation. Both cases stemmed from negotiations with The Newspaper Guild over new labor agreements and soon will be the subject of National Labor Relations Board hearings.

At issue is whether an employer wishing to implement a merit-pay plan remains legally obligated to negotiate salary minimums.

The NLRB issued a complaint against The Cincinnati Enquirer based on unfair labor practice charges filed by the Guild. The Advice Section of the NLRB General Counsel's Office is reviewing the case to determine whether a complaint should have been issued by the agency's regional director.

The Guild filed similar charges against The Milwaukee Journal and Milwaukee Sentinel over a company proposal that all pay for editorial employees be based on merit, and that minimum pay rates in the current agreement be eliminated. "Our argument is that they are professionals and should be paid on the basis of merit," says Richard A. Williams, vice president/employee relations director.

A hearing before an administrative law

'Shoe' **By Jeff MacNelly**

YOU DON'T LOOK SO HOT, PERFESSER, WHY DIDN'T YOU STAY HOME TODAY?
SNIFFLE
I HATE MISSING A SINGLE DAY OF WORK.
ESPECIALLY A PAYDAY OF WORK.

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Why do they have to show things like this in the newspaper?

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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judge in Milwaukee is set for Dec. 15.

According to merit pay's critics, while it may be easy to tell who the stars are and to reward them, the middle level of employees suffers in such a system. "In our view," says Richard J. Ramsey, executive secretary of the Guild's Contract Committee, labor agreements "must have an underpinning of a sufficiently high minimum-salary structure so that all employees are properly compensated for performing work in their classifications."

The Oct. 17 issue of The Guild Reporter noted that the memberships of Guild units at four major dailies—in San Francisco, San Jose and Minneapolis—have voted their bargaining committees authority to call strikes "as the number increases of highly prosperous U.S. publishers mounting challenges to the wage-increase systems" in Guild contracts.

Companies are "looking at such things as bonus awards based on team accomplishments."

Michael J. Valenti

Merit-pay proponents maintain that minimums eat up the wage budget and that high achievers therefore cannot be sufficiently rewarded.

Under a typical merit-pay system, a "merit pool" is established and increases are given on the basis of performance reviews [presstime, Aug. 1986, p. 18]. "Merit pay is something a lot of good reporters are interested in," says John B. Jaske, vice president/labor relations and assistant general counsel for Gannett Co.

For the purpose of deciding how to allocate salary increases based on merit, performance reviews are "a valuable management tool" so long as employees clearly understand they are being rated on performance and not on attitude or personality, says Robert H. Giles, executive editor of The Detroit News. Giles initiated a merit-pay program at the Rochester Times-Union and Democrat and Chronicle in 1979 when he was editor there. He says management demonstrated to the Guild "in practice" that the plan was administered fairly.

Several newspapers have negotiated merit-pay programs while retaining basic minimum wages for various levels of experience. An example is the Birmingham Post-Herald, where newsroom employees are represented by a local of the International Typographical Union.

Regardless of the merits of merit increases, people entitled to them may be disappointed next year.

Sibson & Co., a management consulting company in Princeton, N.J., found in a national survey of 750 U.S. companies that they are planning to award merit 1987 increases averaging 5.2 percent—the lowest level in more than a decade. The survey included three newspaper companies.

N. Fredric Crandall, a principal in Sibson's Chicago office, says the conservative budgeting is due to the relatively low level of inflation and uncertain economic forecasts for next year. "A major challenge facing companies is how to recognize and reward outstanding performers and, at the same time, effectively administer reduced budgets," he says.

A broader survey by another management consulting firm, Towers, Perrin, Forster & Crosby of New York City, produced similar results. For the 1,200 U.S. companies in the survey, including eight newspaper firms, merit increases next year are expected to average about 5 percent for both exempt and non-exempt (hourly paid) employees, "regardless of industry and geographic location," says Jill Kanin-Lovers, a vice president and salary management specialist.

INCENTIVE PLANS. With the trend toward smaller merit increases, more companies are looking at alternative pay programs, such as perpetual incentive plans and one-time bonuses, as ways of rewarding outstanding performance. These types of plans have been used for years in many newspapers' "management-by-objective" programs, but now there are instances where rank-and-file employees are being included.

At The New York Times, for example, all outside advertising employees participate in an incentive-pay plan, built around revenue goals, that is approved by senior management on an annual basis. Employees can earn about 40 to 45 percent of their salaries in extra compensation, reports Erich G. Linker, vice president/advertising director. "We're pleased with it and proud of it," he says.

This year, the Milwaukee newspapers began an incentive-compensation plan that applies to all employees. With the first payment beginning in 1987, employees whose divisions achieve 92 percent or more of their operating earnings goals will get a certain percentage of their base pay as a reward.

For example, a division that attains 92 percent of its goal will receive additional compensation totaling 1.2 percent of those earnings to divide among its eligible employees. At 100 percent of the goal, the division receives an extra 2 percent, and at the maximum of 110 percent, it will get 3 percent of its operating earnings to divide among employees as additional compensation.

The plan covers employees throughout The Journal Co. who have a calendar year of service, including part-time employees who work at least 1,000 hours a year. A separate incentive program provides additional pay for executives who have responsibility for achieving the profit goals of a division or unit.

Although bonuses to top executives are commonplace, they are rare among rank-and-file workers. There is "a lot of talk, among banks in particular, about keeping a lid on base salaries and using bonuses to reward people, but there is no flood tide toward that," says Kanin-Lovers of TPF&C.

A bonus is, of course, a lump sum—unlike a salary increase that continues forever. Some newspapers, such as the Eugene [Ore.] Register-Guard, have paid unionized employees a bonus in lieu of first-year wage increases in new labor agreements.

There are newspapers where a reporter receives a bonus for an excellent story, a circulation district manager receives a bonus based on the number of new subscribers and a pressroom crew gets a bonus for newsprint waste savings, according to the ANPA Human Resources Department.

Such arrangements are definitely growing in one area, according to Edward T. Redling, president of a subsidiary of The Wyatt Co., a benefits consultant. "There is a trend toward salary plus some type of bonus arrangement for sales representatives," Redling says. Concurrently, he says, the number of salespeople paid either on a straight salary or straight commission basis is declining. □

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WHERE NEWSPAPERS COMPETE

From 502 in 1923, the number of U.S. cities with fully competitive dailies has dropped to less than three dozen. Analysts foresee a continuing decline.

BY GENE GOLTZ
presstime staff writer

The long-term outlook for head-to-head newspaper competition in most cities is bleak, according to securities analysts who track the industry.

Twenty-nine U. S. cities still have two or more newspapers in direct competition with each other. That number is scheduled to increase to 30 on Nov. 2 and to 31 on Nov. 14 when new dailies are launched opposite existing ones in Dothan, Ala., and Sarasota, Fla.

(The count of competitive papers does not include those with joint operating arrangements, under which the papers compete for news but have common printing and business operations.)

The number has stayed fairly constant over the past five years. In November 1981, for example, there were 30 U.S. cities with competing papers. But a look at the history of intracity competition since 1923 shows a staggering loss of competitive newspapers.

In 1923—before radio, before the Great Depression—502 U. S. cities had two or more competing dailies, according to a Stanford University study cited by Benjamin M. Compaine in his book *Who Owns the Media?* (See chart.) The number had plummeted to 243 a decade later and stood at 37 in 1973.

Despite the leveling off in the current decade, analysts say only a handful of cities eventually will be able to support two newspapers.

"We're not sure *any* city can support two profitable newspapers indefinitely," says analyst Bruce Thorp of Lynch, Jones & Ryan in Washington, D.C.

"In all but a handful of cities," says New York analyst R. Joseph Fuchs of Kidder, Peabody & Co., "the economics are not there to support more than one newspaper."

Another analyst, Kevin Gruneich of First Boston Corp., has a theory that competition can survive only where one paper is clearly dominant and the other assumes a secondary position—with fewer readers, fewer expenses, fewer resources and lesser profit. "These (number two) papers may not have to disappear," he says, "but there will be only one mainline paper in town."

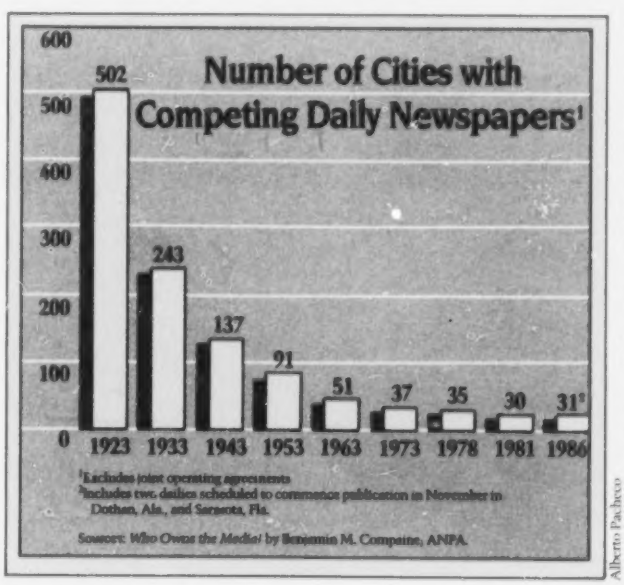
He cites Chicago as an example of a viable two-paper city, where the Tribune is the dominant paper and the Sun-Times is in a secondary role. Dallas, which lately has been hurt by a lackluster economy, seems to be moving in that direction, he adds, with the Morning News increasing its lead over the Times Herald.

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, says a paper can survive as the second paper in a competitive city, but it may have to carve out a special sector of the market.

"There is always an advantage in being the leader," Bogart says. "For instance, if you have the number-one detergent on the market, you will get a disproportionate amount of shelf display from distributors." He says newspapers are no different: When one becomes dominant in circulation, it picks up a disproportionate share of advertising.

Nonetheless, there is hope for the secondary paper, he says. "You can have a viable newspaper with the lesser share. It's not necessarily going to fold."

To make sense out of the sometimes puzzling question of why some cities that should have two papers don't, and vice versa, an examination of several specific cities is helpful.



Alberto Pacheco

NEWSY NEW YORK. If there's a city in the country that should support at least two profitable daily papers, most observers agree, it is New York. But the definition of competition there is muddled.

There are six general-circulation dailies there: The New York Times, New York Daily News, New York Post, the Staten Island Advance, the New York Tribune and—the latest addition to Big Apple newspapering—Newsday. (The Wall Street Journal is not included in the count

because it specializes as a national financial newspaper.)

The Advance and the Tribune are much smaller dailies, with circulations of 74,296 and about 40,000, respectively. They don't figure significantly in New York's competitive picture.

The major newspaper battle there involves three tabloids—the Post, the News and Newsday, the Long Island daily that in 1985 decided to expand to Manhattan and Brooklyn. (It had previously been making inroads into the borough of Queens.)

The New York Times (morning, circulation 1,035,426) takes 62 percent of newspaper advertising in New York City papers, according to Media Records, with the Daily News (morning, 1,275,268) carrying 31 percent and the Post (all-day, 751,798) getting just 7 percent.

These percentages do not take into account Newsday (evening, 582,388), which runs ads for many big stores located both in the city and on Long Island. The New York edition of Newsday now claims about 110,000 circulation in Queens, Manhattan and Brooklyn.

The betting is virtually unanimous among analysts and newspaper executives that at least one out of the three tabloids eventually will disappear.

Martin Singerman, executive vice president of News America Publishing Inc., the Post's parent company, says, "Something is going to give. But we are in a very strong position corporately."

Analysts say the Post has been losing money. Without denying or confirming those reports, Singerman says, "From a dollar-and-cents standpoint, we did better last year than the year before, and we've done even better this year."

The News America executive says Newsday has made no serious inroads in the New York City boroughs. He concedes that the paper, owned by The Times Mirror Co. of Los Angeles, has increased its circulation in Queens, but considering the total circulation of New York City newspapers, he dismisses the invasion as being of minor significance so far.

"So far Newsday hasn't made serious inroads. Their encroachment is in Queens, adjacent to their publishing area. But they're a formidable publisher with substantial resources, and we certainly are

Dailies Doubling Up in Dothan. Dothan?

Dothan, Ala., may seem an unlikely setting for a war between competing daily newspapers, but it's about to become just that.

On Nov. 2, a former weekly newspaper publisher, 43-year-old Wayne Chancey, will launch the daily Wiregrass Today in the Southeastern Alabama city of 48,750.

Wiregrass Today will be a morning paper, published six days a week. (There will be a combined Friday-Saturday edition.) It will compete directly with The Dothan Eagle, an 83-year-old morning paper that is published seven days a week.

There's also a twice-a-week paper there, the Dothan Progress. Chancey launched that one, too, but later sold it.

If Philadelphia and Baltimore cannot support competing dailies, how can Dothan—and for that matter, five other U.S. cities that in the 1980 census had fewer than 50,000 population?*

"If we had any doubts at all," says Chancey, "we wouldn't start it."

Chancey has just built a 16,000-square-foot building and installed a 10-unit Goss press, three of which have color capability. He has 10 editorial people on the payroll and intends to hire more as the need arises.

Chancey says his first press run will be about 52,000. Initially, he plans to blanket a 14-county area with free Sunday distribution while selling daily subscriptions as well as single copies.

*The others are Manchester, Conn.; Slidell, La.; York, Pa.; Cookeville, Tenn.; and Kingsport, Tenn.

Despite what outsiders might regard as a rather unlikely situation, the fact is, if you're going to start a daily newspaper, there are probably few places as promising as Dothan, according to Sue Cronkite, executive editor of Wiregrass Today.

The Alabama town serves as a commercial center for portions of the Florida panhandle and of southwestern Georgia.

The second fastest-growing area in the state, Dothan boasts plants of Sony, General Electric, Michelin and a number of electronics firms, and has three shopping malls.

Chancey, a 1965 journalism graduate of Auburn University in Alabama, was a reporter for The Alabama Journal in Montgomery before he founded, at the age of 22, the weekly Headland Observer in 1966. He sold that paper and entered the Dothan market by launching the weekly Progress in 1970. In 1974, he founded the weekly Ashford (Ala.) Power and later sold it, too.

Meantime, the Progress expanded to semiweekly publication, and in 1980 Chancey sold it to Freedom Newspapers Inc. with the stipulation that he would not engage in publishing any other local paper for five years.

Chancey says he got a good price for the Progress, and in the five-year interim branched out into a newspaper brokerage business, real estate development, insurance and home-building. Now he's ready to get back into newspapering.

"This is my first daily venture, but I have qualified people on the staff who have been in the daily (newspaper) business all their life. We don't feel money will be a factor in success or failure. It's going to depend on quality and people.

"We're aware of the history of starting up dailies, and we are aware of the odds. But we also know our markets, and we know our people."

Wiregrass Today gets its name from turf in the Dothan area that has the appearance and texture of wire. With his new plant, Chancey was one of the first occupants of a newly built industrial park, with the result that he was given the privilege of naming his own street. It's now called Wiregrass Way.

The Eagle, the other daily paper in town, is owned by Thomson Newspapers Inc. of Des Plaines, Ill. Chancey won't talk about his competition, and Eagle Publisher Marvin Newman won't either. "We're just trying to give our readers the best possible product we can give them, mornings, seven days a week," says Newman.

Newman says his 22,572-circulation paper runs an average of 36 pages daily and 80 on Sunday plus Parade magazine and color comics. With 110 stores in the three shopping malls and the plethora of industrial plants in the area, says Newman, "Advertising has been real good."

If there is a good and growing economic base, high employment and an overall fast-growing area, shouldn't a new, competitive daily be able to succeed in Dothan? Stay tuned.

—Gene Goltz

One theory is that competition will survive only where one paper assumes a secondary position—with fewer readers, fewer expenses, fewer resources and lesser profit.

watching them very carefully," Singerman says.

Adding an element of uncertainty to the New York situation is the likelihood that owner Rupert Murdoch will try to sell the Post. In March, Murdoch purchased television station WNYW (Channel 5) in New York City, and under Federal Communications Commission rules against cross-ownership in a market, he cannot own both the station and the newspaper. Murdoch obtained a two-year waiver, expiring at the end of 1987, to decide which property to sell.

As for the possibility that Murdoch might decide to sell Channel 5, Singerman comments, "I don't think that's going to happen."

In such a competitive market, with the Post losing money and the News and Newsday also clamoring for the advertising dollar, the question is: Who might buy the Post? Speculation in some quarters is that if Murdoch cannot find a buyer, he may simply fold it, leaving Newsday and the News to battle it out.

There is an outside chance, some observers say, that Murdoch, lacking a buyer, would be allowed to continue publishing the Post rather than having the FCC be put in the position, in effect, of abolishing it.

John E. Dunleavy, assistant to the publisher at the Daily News, says: "Whether there is room for all three (tabloids) is a matter of opinion and conjecture. If there is room for less than three, the News expects to be one of the survivors."

In early October, giant retailer Gimbels closed its 11 stores in metropolitan New York, causing a loss of $10 million in annual advertising revenue for the Daily News. Alexander's, the paper's largest advertiser, is expected to close its main store on 59th Street after Christmas 1987. Another store, Ohrbach's, has announced it will close early next year.

The closings are a blow, Dunleavy acknowledges, but he says the paper has made a big effort toward attracting smaller advertisers. With its million-plus circulation, the News has plenty of readers—that's not the problem. Analysts say the problem is many are blue-collar readers—not the type many advertisers want to reach.

In the past few years the News, owned by the Tribune Co. of Chicago, has seesawed between prosperity and disaster. In the recession year 1982, it lost $14 million, rebounded for a record profit of $20 million in 1983, dropped back to somewhere between $5 million and $10 million profit in 1984 and cleared about $3 million in 1985, according to estimates by analyst Thorp. Union leaders have said Publisher James Hoge told them at midyear the paper lost $1.3 million the first quarter of 1986.

Dunleavy says the News is improving in many ways. It has expanded news coverage, adopted a new format for its Sunday magazine and expects "to meet the competition in New York by making a better newspaper." He concedes, though, "It is still too early to claim success."

Dunleavy agrees with the Post's Singerman that Newsday has not affected the other tabloids—yet. "They made their big move in Queens. To date, they have not made much of an impact either in circulation or in advertising revenue. It's not significant at all."

LOCAL LOS ANGELES. While Los Angeles is "a big-city megalopolis," as analyst Fuchs describes it, LA is surrounded by more than two dozen suburban communities, each of which has local interests and has carved out market segments. The situation has not proved conducive to success for the number-two paper there.

While the Los Angeles Times (morning, 1,088,155) is fat and prosperous, the a.m. Herald-Examiner has lost money for at least 19 years and has shown little sign of getting permanently into the black.

John J. McCabe, the Herald-Examiner's general manager and chief operating officer, says that although the profit-and-loss statement is proprietary information, "It's pretty safe to assume the paper is losing money."

The Hearst Corp.-owned Herald-Examiner became mired in a no-win situation when it endured a disastrous six-year strike, which began in 1967. The paper continued to publish, employing nonunion help, but by the time the unions gave up the struggle, the paper had seen its circulation drop from a high of around 750,000 to 230,000.

For the six-month period ending Sept. 30, the Herald-Examiner reported an ABC-audited circulation of 241,454, an increase of nearly 5,000 from September 1985. "We're in there chipping away and struggling," says McCabe, and analysts agree there is no sign that Hearst has any immediate intention of giving up the battle as it did earlier this year when, unable to find a buyer, it closed the Baltimore News-American.

Ringing the Los Angeles area and draining a respectable share of the market are The Orange County Register of Santa Ana (all-day, 300,985), flagship of the Freedom Newspapers group; the Long Beach Press-Telegram (all-day, 128,684), a Knight-Ridder paper; and the Van Nuys-based Daily News of Los Angeles (morning, 148,133), owned by multimillionaire Jack Kent Cooke. They represent three formidable

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reasons why Los Angeles, huge as its population is, cannot support two profitable urban newspapers, says Fuchs.

In addition to those newspapers with six-figure circulation, there are 15 dailies in Los Angeles and Orange counties alone with less than 100,000 circulation each, "and hundreds of weeklies," says Patricia LoVerme, marketing research manager for the Los Angeles Times.

If there's a city in the country that should support at least two profitable daily papers, most observers agree, it is New York. It now has six of general circulation.

ANCHORAGE AWAY. Many cities with populations similar to Anchorage's—about 200,000—have no hope of supporting two competing newspapers. Yet the Anchorage Daily News and the Anchorage Times are locked in fierce competition, and executives on both newspapers say the city can support both—although one and possibly both are losing money.

Says William Hofer, general manager of the Times, "When you ask me whether Anchorage can support two newspapers, I would respond, certainly. Our income level is second or third in the United States, and the educational level of our residents is right up on top."

Howard Weaver, managing editor of the Daily News, observes that a greater percentage of residents there read newspapers. Surveys by Belden Associates show that 83 percent of adults in Anchorage read at least one newspaper and 30 percent read both.

The Daily News was virtually out of it as a business enterprise in 1976 when the paper won a Pulitzer Prize detailing influence of the Teamsters union on Alaska's economy and politics. The Pulitzer notwithstanding, the paper had to lay off 40 percent of its staff that year.

Katherine Fanning, who had founded the paper with her husband, Larry Fanning, in 1967, traveled to Sacramento in 1979 to ask C. K. McClatchy, president of the McClatchy Newspapers group, for money to tide the paper over. Instead of a loan, McClatchy bought the paper, gave Mrs. Fanning 20-percent ownership (her husband died in 1971) and embarked on a spending binge that has resulted in the Daily News' leading the Times in both circulation and advertising. ABC figures show the a.m. News had 53,169 weekday circulation last March 31 and 64,545 Sunday, compared with 40,029 daily and 50,070 Sunday for the p.m. Times.

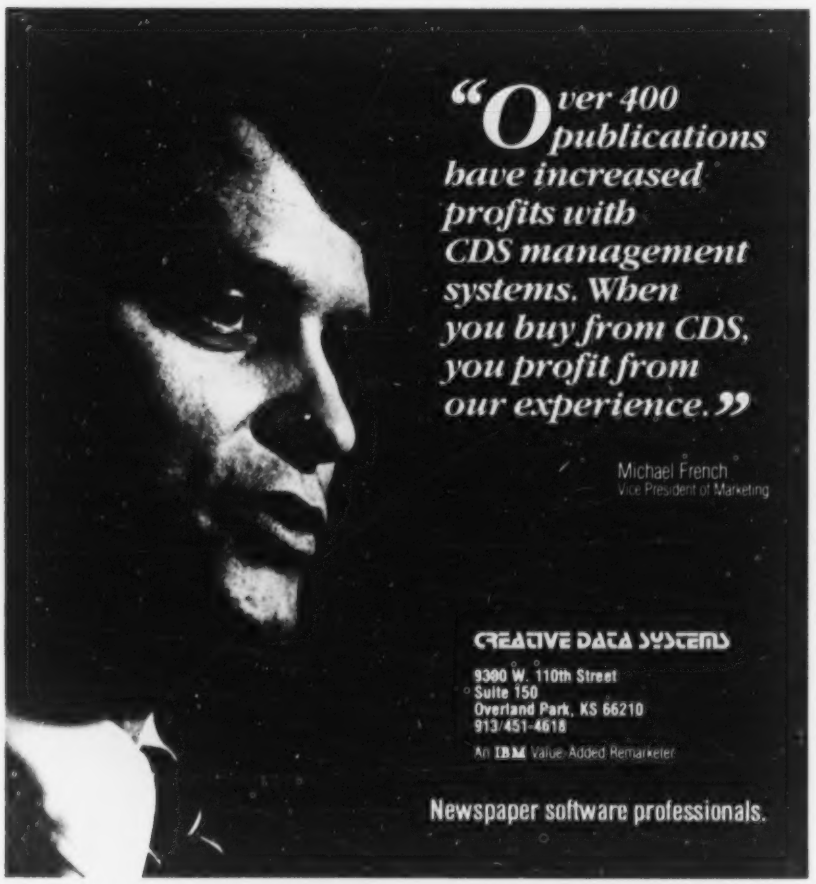
Erwin Potts, executive vice president of McClatchy Newspapers, says the Daily News had one profitable month in May, but "we are not running in the black now." He says the depressed economy owing to the low demand for oil has caused the paper's advertising to decrease 25 percent from the level of a year ago.

But Potts says the rival Times suffered an even steeper decline, and as a result, the Daily News has increased its share of newspaper advertising in the Anchorage market to 60 percent.

Times General Manager Hofer says he can agree that the News has nearly 60 percent of the advertising, but he contends both papers slipped equally—about 25 percent—from last year because of the slumping economy.

Asked whether the Times is currently making a profit, Hofer says: "It becomes exceedingly difficult when you have a competitor that doesn't give a damn (about profits). As far as I'm concerned, this war is just beginning. The Anchorage Times has had 72 years of history. We've served Anchorage and Alaska long and well, and we certainly intend to do that some more, regardless of whether McClatchy's here or not."

Hofer says, nevertheless, that the competition has a beneficial side. "The advertisers and readers get a better product, and that is a plus for the marketplace. Too many markets are down to one newspaper and . . . I have seen a lot of newspapers not putting out too great a product." □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Los Angeles Times

A Special Kind of Journalism

Only a Few Papers Carry on Sunday-Only Legacy

BY GENE GOLTZ
presstime staff writer

"During the last few years a new class of newspapers—partly literary, partly gossipping, partly silly, partly smart, partly stupid, partly namby-pamby—have grown up from the lowest and most sickly state to a point of some consideration in certain portions of society not much beyond the limits of the city. We allude to the Sunday Newspaper Press."

Thus did the New York Herald in 1844 refer to a phenomenon in America, the newspaper that was published only on Sundays. In 1852, Philadelphia alone counted 16 of them.

But as daily newspapers expanded into the Sunday market, most of the Sunday-only operations succumbed. Today, there are only a handful of such papers in the United States.

Three of the remnants of what was once a trend in American newspapering are published in Pennsylvania, where the tradition of Sunday papers was so strongly evident in the mid-19th century. They are the Sunday Independent of Wilkes-Barre and The Sunday Dispatch of Pittston, communities that are a scant eight miles apart; and The Sunday Grit, which is published 70 miles to the west in Williamsport.

The Sunday Independent is one of three newspapers in the fiercely competitive Wilkes-Barre market. Yet with Audit Bureau of Circulations-verified circulation of 64,934, the Independent prospers as it has for three generations.

Founded 80 years ago, it has always been in the Hefferman family of Wilkes-Barre. The current editor and publisher is Thomas F. Hefferman II, who also writes a sports column for the paper.

Despite its weekly publication schedule, the Independent pays for the daily AP wire and AP LaserPhotos at regular rates. The paper also carries King Features, United Features and other syndicated material, including color comics.

The Independent, which constructed a new building in 1976, employs 10 full-time editorial people and has about 60 employees altogether, says Tom Huntington, managing editor.

Printing the paper's five sections takes place over four days. Because the paper has a union shop, it can't compete with non-unionized local printers for most job printing, Huntington says. Thus, the Independent's Wood letterpress press lies idle the rest of the time.

Nonetheless, says Huntington, "This paper is thriving. We are a good newspaper." A recent issue ran 88 pages plus six pages of comics, Parade magazine and 10 preprinted advertising inserts.

Best of all for the Independent, it has Wilkes-Barre's Sunday market entirely to itself. Neither of the city's two morning dailies—The Times Leader and the Citizens' Voice—publishes on Sunday.

One reason for this is the bitter competition between the two dailies. The Citizens' Voice was founded in 1978 as a strike paper after Capital Cities Communications purchased The Times Leader and negotiations over new labor contracts reached an impasse [presstime, Sept. 1985, p. 30].

Newspaper analyst Bruce Thorp says that given their money-losing past and the area's depressed economy, the Wilkes-Barre dailies are not likely candidates to launch a Sunday edition.

This is true even though Sunday newspapers in many markets are so profitable that they represent 25 percent of a daily's total earnings, says Thorp, who is with the brokerage firm of Lynch, Jones & Ryan in Washington, D.C. Overall, Sunday newspapers have been the fastest-growing segment of newspaper publishing in the United States, having increased from 586 in 1970 to 797 in 1985.

Bill Thompson, associate editor of The Times Leader, says the previous ownership tried to establish a Sunday edition in the early 1970s. "I understand it was put together rather hastily," says Thompson. The edition failed to take hold and was folded.

He says starting a Sunday paper is a subject that has been discussed several times since Cap Cities acquired The Times Leader, and it "is always on the table."

But the strength of the Sunday Independent is well-known, Thompson says. It "has made itself pretty much of a habit. It's had Sundays so long it would be quite an undertaking" to compete against it.

Robert Manganiello, general manager of the labor-subsidized Citizens' Voice, says, "We're certainly not looking in that [Sunday paper] direction. Quite honestly, we've got enough to do to put out a daily."

The second-largest of these Sunday anomalies, The Sunday Grit, is owned by Stauffer Communications Inc. of Topeka, Kan. Although the company also publishes a national Grit, circulation about 660,000, The Sunday Grit is a separate, regional publication. It is a broadsheet paper with a circulation of about 30,000 in 14 counties in north-central Pennsylvania, with Williamsport as the hub.

Hefferman (left) and Huntington look over a recent issue of the Wilkes-Barre paper.

The two Grits have separate advertising and circulation staffs, but the same editorial staff that prepares national stories for the national edition handles local copy for The Sunday Grit, according to Executive Editor Michael Rafferty.

Founded in 1884, two years after the National Grit, The Sunday Grit contains wire-service as well as staff-written articles.

The tabloid national Grit is folded inside the Sunday paper, so the Sunday subscribers in Pennsylvania get both papers.

With the Aug. 24 issue, The Sunday Grit began printing a color-comic section on its offset press. It also uses at least one process color photo on the front page of each issue and carries additional color in the paper's four separate sections—news, sports, people and business/classified.

Unlike the Wilkes-Barre paper, Grit does various kinds of job printing through the week. In addition, Grit Publishing Co. operates an independent Commercial Printing Division that produces shopping supplements, brochures and other products.

The Sunday Grit enjoys a circulation area that is relatively free of direct Sunday competition. The big cities are far away: Philadelphia is 164 miles to the southeast, Pittsburgh is 200 miles southwest, and both Harrisburg and Scranton are 86 miles away. The daily Williamsport Sun-Gazette does not publish on Sunday.

"There are no (other) Sunday papers per se in our area," Rafferty says. The paper gets a general variety of run-of-paper local ads, he says, but very little national advertising.

In Pittston, meanwhile, The Sunday Dispatch also continues to be published on Sundays only, as it has been since 1947.

Although Pittston is a town of just 10,000 population, the paper boasts a circulation of about 15,000. Sunday Dispatch Editor John W. Watson notes that in the densely populated area around Wilkes-Barre and Scranton, there are 35 incorporated towns, and it's almost impossible to tell where one starts and another ends. Watson says his paper circulates in an area of 55,000 people, including all 35 towns.

The Watson family acquired the paper in the early 1960s, and John Watson's father, William A. Watson Jr., is the current publisher.

The Sunday Dispatch differs from the other Sunday-only publications in one major way. It has no wire service. The paper carries all local news, with six editorial employees counted among the 25-member staff. The press run does not start until midnight Saturday in order to include the latest possible breaking news, Editor Watson says.

As dailies expanded into the Sunday market, most of the Sunday-only operations succumbed.

The Pittston paper during the week also does job printing, including the weekly paper of the local Catholic diocese.

The Scranton/Wilkes-Barre area where The Sunday Dispatch competes also has eight other weekly or daily and weekly newspapers (including the Sunday Independent and two other Sunday papers), a dozen shoppers, three magazines, and numerous broadcast stations, says Watson. And this is in an area known as the Rust Belt, where most of the coal mines and railroads that had been the backbone of the economy ceased operations long ago.

Despite the loss of heavy industry, the area has a considerable amount of other commercial activity. And the paper, like its Wilkes-Barre neighbor, is thriving, Watson says.

There is also a Sunday-only, paid-circulation newspaper in Massachusetts—the 13,500-circulation Sunday Post of Lynn, a Boston suburb where the Daily Evening Item is published weekdays.

Founded in 1959, The Sunday Post is a paper of record that routinely carries announcements of births, engagements, deaths, in addition to a full local news report, according to Editor Arthur J. Belleville.

The existence of the Pennsylvania and Massachusetts Sunday-only papers raises the question of whether the concept could work in other areas.

Analyst Thorp doubts it. He cites high start-up costs, a newcomer's lack of a circulation list and almost-certain competition from big-city Sunday editions. Thorp says that offhand he can't think of a place in the United States where there is a crying need for a Sunday-only paper. □

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When Covering College Sports, Many Papers Are Cheerleaders

BY CREED C. BLACK

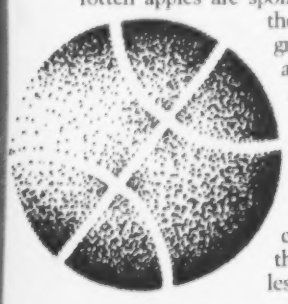
Another autumn brings the return of that colorful spectacle called college football—sunny Saturday afternoons, vast stadiums filled with happy throngs, hyperactive cheerleaders, festooned marching bands, pompoms, tailgate parties and, of course, the young gladiators known as "student-athletes."

And then, long before the last touchdown of the season is scored, college basketball makes its entry in packed arenas filled with their own brand of hoopla and razzle-dazzle and with another set of those "student-athletes."

These annual pageants not only quicken the pulses of sports fans, they also brighten the national scene from coast to coast and enliven our newspapers.

Unhappily, however, there's another side to this slice of Americana. The New York Times described it—accurately—as "the sordid underside of college sports" in reporting on the series my paper did last year on payoffs to University of Kentucky basketball players. And columnist George Will, deploring the academic neglect of the athletes who are the center of all the frenzied attention, wrote recently in Newsweek—again accurately—that "big-time college sports are a continuing scandal, corrupting and exploiting."

They are indeed. Those who want to think otherwise may argue that a few rotten apples are spoiling the barrel, but the record of transgressions in both areas—payoffs and academic failure—is too overwhelming to permit such a comforting conclusion.



There isn't enough space in this magazine, much less this article, to recite even the recent history of those transgressions. But on the assumption that anyone reading a newspaper trade journal also reads newspapers, that should hardly be necessary. Our editors in Lexington put together a year-end review of the events of 1985 alone that supported in painful detail their introduction to the article:

Creed C. Black

"On the playing field, it was competition as usual. But off the field, each month's news brought more tidings of scandal. Taken as a whole, the year's events left a growing realization that cheating on NCAA rules is out of control."

And the record of 1986, if anything, has been even worse.

On the basis of our experience, however, it seems fair to say that this is a story many newspaper readers don't want to see—particularly if it involves the home team. Much of the public outrage our series produced was aimed not at the news of the payoffs but at our treachery in printing it. Investigating irregularities at City Hall is one thing, but digging into such a revered institution as UK basketball is something else again. Why mess with something that's supposed to be fun and games in a world that already has enough to worry about?

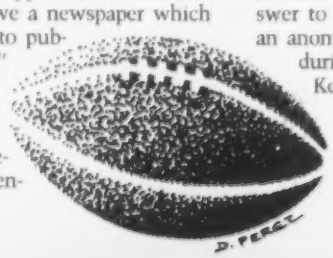
A common thread running through many of the letters we received was that the rules violations weren't really news. "Kentucky appears to be doing nothing different than almost all other universities do," one critic wrote. "The only difference is that Kentucky happens to be unfortunate enough to have a newspaper which finds it necessary to publish stories about it."

Necessary? No, it wasn't necessary. We knew our series, which resulted from a seven-month investigation by two reporters, would be unpopular. But we published it because we had become convinced that collegiate athletics had spawned a national scandal, and that the colleges and universities weren't going to clean it up individually or through the National Collegiate Athletic Association until the newspapers of the country told the ugly story and demanded a cleanup.

Despite the pressure to win, intensified in recent years by the big bucks TV pays to the schools whose teams have national rankings and go to bowl games, it isn't true that "everybody" is buying players or allowing athletes to spend four years on make-believe academics and then dropping them without degrees (or education) once they have outlived what one former university president candidly called their "utilitarian" value.

"I do believe that it is quite possible to have a completely honest and generally successful program," the Rev. Theodore M. Hesburgh, president of the University of Notre Dame, said at a football banquet there several years ago. "We have a long history of doing just that." So do some other prominent institutions.

Newspapers, then, need not be cowed by the familiar argument of coaches and fans alike that their role is to be cheerleaders for the home team, come what may. Their true role is to cover college athletics the way they ought to cover everything else—fully, fairly, fearlessly. And if some of that coverage turns out to be unpleasant and displeasing, there's no better answer to the critics than one provided by an anonymous caller to our switchboard during the furor over our series on Kentucky basketball: "Please tell Mr. Black the grassroots people are with him 100 percent. If UK don't want to be in the paper, they shouldn't do nothing." □



Black is chairman and publisher of the Lexington (Ky.) Herald-Leader, which won the 1986 Pulitzer Prize for Investigative Reporting for its series on NCAA rules violations at the University of Kentucky and elsewhere.

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Oliphant. MacNelly. Herblock. Wright. Conrad. Borgman. Peters. Payne.

Payne?

The name may not mean much to a lot of people now. But according to some editors, Henry E. Payne can be listed in the ranks of the best syndicated editorial cartoonists—those who shine because of their special wit, political savvy and artistic ability.

What's so remarkable is that Payne is just 24 years old, less than three years removed from college. Etta Hulme, editorial cartoonist of the Fort Worth Star-Telegram and president of the Association of American Editorial Cartoonists, characterizes Payne as one of a new breed of young, talented entrants to her field. "I think he's got something more than the gag in him," she says.

After graduating from Princeton University in 1984, Payne became cartoonist for his hometown Charleston (W.Va.) Daily Mail. Last December, he moved to Washington, D.C., as editorial cartoonist for Scripps Howard News Service. He is syndicated by Scripps' United Feature Syndicate.

"He is among the best young cartoonists, and in a couple of years I think we're going to be able to remove the qualifier," says B.J. Cutler, editor-in-chief of Scripps Howard Newspapers. Cutler cites Payne's "combination of ability to draw" and "an original and really sharp sense of humor. . . . He just sees things in an original way, and that's a gift."

Cutler was tipped off about Payne's talent by someone who met him at a convention of the cartoonists' association. "Newspapers always take a chance sending their editorial cartoonist to a convention," Payne wryly observes.

He received a history degree at Princeton after gaining local and national attention for his work at the Daily Princetonian and at another student-related publication, the Nassau Weekly.

With his artistic gift and Ivy League diploma, Payne could have pursued any number of fields. He says he chose editorial cartooning because it represented "a natural fusing" of his two major interests: art and politics.

He got his first break when as an undergraduate he was hired for two summers as an intern at the Charleston paper. William P. Cheshire, then the Daily Mail's editorial page editor, says that "despite Payne's limited experience, he had a well-developed and mature editorial cartoonist style." The student cartoonist turned out to be "very quick, very prolific" and drew things that were "better than most of the stuff we were getting from the syndicates," says Cheshire, now editorial page editor of The Washington Times.

In addition to his editorial commentaries, Payne did work for other Daily Mail departments, such as drawings for in-house ads and sports caricatures. "He would sit down with an idea and in a matter of minutes he'd have a sketch" that in most cases would be developed into a final piece for publication, says Executive Editor Sam E. Hindman. There was a "clamor" in all departments for him to do work, Hindman adds. "He never said no."

"LOOK AT THE BRIGHT SIDE, MR. DANILOFF... AFTER FIVE YEARS AS A CORRESPONDENT, YOU FINALLY GOT THE CHANCE TO SEE THE REAL SOVIET UNION."

The same holds true in Washington. Cutler says Payne happily churns out extra news and sports illustrations in addition to his routine contributions.

Last June, Payne achieved one of his career goals—syndication—when he was signed on by UFS. About 30 newspapers now use his work either through the news service or the syndicate.

With each of his five weekly cartoons, Payne says he endeavors to make a strong statement, not just elicit a chuckle from readers. "A lot of cartoonists are entering the field just to add a joke" to the palette of news and commentary, he says.

Politically, Payne is a conservative and usually aligns himself with President Reagan. But Payne does not inflate the importance of cartooning in the political process. Although cartoons are among the most widely read elements of an editorial page, he says they probably do not sway public thinking. "A cartoon will serve only to buttress an opinion or cause you to chuckle about that opinion."

Artistically, he sees himself as "a mix" of three types of contemporary editorial cartooning. One is the Herblock school, always in vertical format, strictly of a political nature and heavy on the use of symbols and labels. The second is in the vein of Oliphant, who started producing work in horizontal format and with "a cinematic approach"; Oliphant "loosened" the mood and added to the "amount of humor you could introduce." The third is the style of Jim Borgman, Jeff MacNelly and some other younger cartoonists who "sort of came in and diversified."

Payne's interests do not rest with politics and art. He enjoys sports, having played junior varsity basketball in college and some tennis.

Payne and his wife, Talbot, an art dealer, live in Arlington, Va. □

Quality and commitment: The best in editing.

"AP is an extension of the home newsroom. AP is there, just as surely as the city desk or the sports department. The AP wire is just a part of the staff."

John Marlow, news editor at the Seattle bureau, thinks his primary responsibility as an AP journalist is to serve member newspapers and their readers.

"The bottom line is really that the readers will be getting a balanced news report."

In his 26 years with AP as a newsman, bureau chief and editor, Marlow has had his share of bylines and frontline excitement. But he has grown to find satisfaction in the often anonymous work behind the newsfiles, digests and advisories. These, he says, ultimately shape the news reports appearing in newspapers, whether AP is credited or not. "We have a tremendous impact on how well informed the public is."

Marlow and other editors are the administrative backbone of AP's bureau system, serving the thousands of newspapers and broadcasters who own AP. He's responsible for long-range planning, staff scheduling, and editing. He'll take care of a member's request for special coverage, or he'll provide help if a member's computer goes down.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry—a goal that is a continuing commitment by everyone in AP.

Marlow says that AP staff members' awareness of their wide audience is what strengthens their personal dedication and keeps their standards high.

"If AP makes a mistake, it appears in hundreds of papers around the country. So we take painstaking care that it's right before it goes to the wire."

AP Associated Press
Quality. Commitment.

John Marlow works with newsman Carlos Pedraza in the Seattle bureau. Barry Sweet

Kozol offers tips for newspapers on how they can fight illiteracy

Literacy expert Jonathan Kozol says "it's time at last to put the numbers game behind us" and for newspapers and other businesses to tackle the problem of illiteracy, regardless of the number of Americans who lack literacy skills.

Kozol, the Newspaper Advertising Bureau and government agencies have weighed in with conflicting data on the number of American adults who cannot read, with estimates ranging from less than 1 million to 78 million (presstime, Sept. 1986, p. 18).

But Kozol told an Oct. 9 gathering of newspaper and magazine executives that the "real point" is that large numbers of people whom some may classify as "literate" can "read only at mechanistic levels." Such people, he said, lack reading-comprehension ability and thus are unable to perform adequately in the technologically oriented society of today—and tomorrow.

The occasion for Kozol's remarks was a Washington, D.C., luncheon at which the author of *Illiterate America* unveiled a new literacy report he prepared for Cox Newspapers. The report is titled "Where Stands the Republic?" with the subtitle of "Illiteracy: A Warning and A Challenge to the Nation's Press."

Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., said the inspiration for the report was Kozol's address last April to the ANPA Convention in San Francisco. "We asked him to tell us in greater detail what we, as an industry, could do," Anthony wrote in a preface to the 33-page report.

In it, Kozol made several specific proposals on how newspapers can help fight illiteracy. They include:

- Using newspaper pages to advance local literacy goals—for example, by publishing articles appealing for volunteers to tutor non-readers, and by carrying a regular column or page aimed at marginal readers
- Supporting local literacy programs by making financial contributions, providing work space for tutors, encouraging newspaper employees to volunteer as tutors, publishing instructional materials and seeking to bring other organizations into the effort
- Serving as advocates on behalf of "those who have no voice, no verbal skills, to press the cause themselves."

Kozol recommended that "in addition to the thrust of editorial support from individual papers, a combined commission of the ASNE (American Society of Newspaper Editors) and the ANPA ought to be created to coordinate their efforts. This recommendation stems from suggestions voiced already by the editors and publishers with whom we have consulted."

Jonathan Kozol

One thing he said newspapers ought *not* to do is "lower the reading level of their papers"—now generally estimated to be at the ninth- to 10th-grade level. "Degraded literature is not the answer to diminished literacy," Kozol said. At the same time, he said journalists should "scrutinize their prose to see if simple stories are not sometimes rendered needlessly opaque by overly elaborate verbiage."

Copies of Kozol's report were distributed to editors, publishers, educators and political leaders throughout the country. Jerry W. Friedheim, ANPA executive vice president, told Cox Chairman Anthony that the newspaper industry "is delighted to have this additional building block and tool."

Additional copies are available from Lynda J. Stewart, director of communications, Cox Enterprises Inc., P.O. Box 105720, Atlanta, Ga. 30348.

Also on the literacy front:

- A new federally funded study of the literacy skills of young adults ages 21-25 found that while "95 percent can read and understand the printed word," much more difficulty is encountered when they are asked to deal with more complex material.

The "real point" is that large numbers of people can "read only at mechanistic levels."

The study was conducted by the Educational Testing Service under the auspices of the National Assessment of Educational Progress, a federal research project. "While we don't have a major *illiteracy* problem, we do need to improve the skills of most of our young adults," said Archie E. Lapointe, executive director of NAEP. "In other words, we do have a *literacy* problem."

The study of about 3,600 young adults measured proficiency in three areas: prose literacy—reading and interpreting such things as newspaper articles, magazines and books; document literacy—identifying and using information in such things as forms, television listings, charts and indexes; and quantitative literacy—applying mathematical operations to information in such things as a menu, a checkbook or an advertisement.

"While the overwhelming majority of young adults adequately perform tasks at the lower levels on each of the three scales, sizable numbers appear unable to do well on tasks of moderate complexity," such as summarizing the main argument from a lengthy newspaper column, NAEP reported.

- The Times Mirror Co. sponsored an Oct. 2 conference in Los Angeles on "Literacy: A Good Investment." It was designed to get business representatives together with literacy experts.
- Gannett Foundation announced "The Literacy Challenge," a two-year, $2-million grant program, in cooperation with USA Today. Grants of up to $100,000 will be awarded to the best proposals to launch or expand statewide adult literacy efforts.
- Scripps Howard announced grants of up to $10,000 to Scripps Howard news organizations that conduct community literacy projects.

In addition, the Scripps Howard Foundation has established the Charles E. Scripps Award, a cash award of $2,500 a year for the newspaper or broadcast station that best promotes literacy in its community. □

New publications designed to help teach media management

Two new publications are available to assist in teaching media management and economics courses in college.

One is *Economic Structure and Performance of the Communications Media, Course Instructional and Bibliographic Materials*, which was produced with a $3,450 grant from ANPA Foundation. Prepared by Thomas H. Guback, research professor of communication at the University of Illinois, the 73-page publication contains instructional materials and a bibliography for a 15-week course.

Judith D. Hines, vice president and director/ANPA Foundation, said it is more of a "manual" than a typical course outline or syllabus because of the depth of instructional material provided. "Frequently the concentration on media management and economics has been on the management side," she noted. "This material fills some gaps of specifics in economics. We think it would be a useful resource for every journalism professor."

Copies are available for $6 from Guback, Institute of Communications Research, University of Illinois, 222 Armory Building, 505 East Armory Ave., Champaign, Ill. 61820.

The other new publication is *Bibliography of Media Management and Economics*, published by the University of Minnesota. It was compiled and edited by Rita Du Charme, coordinator of the University of Minnesota's Media Management and Economics Resource Center. Produced using a computer database, the 113-page publication contains more than 400 titles in 35 subject categories.

Copies are available for $8.50, plus $1.50 for postage and handling, by contacting Du Charme at MMERC, School of Journalism and Mass Communication, University of Minnesota, 1111 Murphy Hall, 206 Church St. S.E., Minneapolis, Minn. 55455. □

After hearing objections, ACEJMC revises its restructuring plan

The organization that accredits U.S. journalism schools has decided to act in response to complaints that the newspaper business is overrepresented in its membership: It is planning to recruit additional members from non-newspaper organizations, rather than adopt a radical restructuring plan.

At its Oct. 19 meeting in Chicago, the Accrediting Council on Education in Journalism and Mass Communication passed a "sense of the council" resolution that "every effort" be made to invite membership from six additional national organizations from each of three fields: broadcast, advertising and public relations.

This would bring their representation up to the level of the newspaper business, which currently has ACEJMC representatives from eight organizations. With equal representation from academic organizations as well as several public members, the proposal could result in a council of more than 70 members.

Last June, an ACEJMC committee attempted to address the imbalance issue by proposing the restructuring plan. It called for a reduction in the size of the council, creation of five accrediting committees for various segments of the communications industry and establishment of a dues formula.

The plan was widely criticized. Some academic members of the council believed it represented a return to sequence accreditation, which had been eliminated in favor of accrediting the entire school or "unit." Some professional organizations feared they would lose their voices on a smaller council. And some groups said they could not afford to belong to the council under the proposed fee schedule [presstime, Oct. 1986, p. 57].

In addition, ACEJMC officials determined that the Council on Postsecondary Accreditation, a national education group under whose guidelines ACEJMC operates, probably would not approve of the plan if it meant the primary responsibility for accreditation was to be taken away from the council and given to the accrediting committees.

Council President John A. Lavine, who chaired the committee that drew up the reorganization plan and who redrafted it twice in an effort to meet various objections, said he is hopeful adding members can eliminate the concern about imbalance. Bringing in additional organizations also would mean that increases in council expenses "can be borne by a broader base," said the editor/publisher of the Lavine Newspaper Group of Chippewa Falls, Wis. "That is positive."

The matter will be discussed again at the next ACEJMC meeting in May in New York City, at which time Lavine will present a new dues proposal. Currently, each member organization decides on its own how much to give to the council.

ANPA Executive Vice President Jerry W. Friedheim, who attended the meeting, expressed optimism over the council's latest action. "I think if they can succeed in attracting more support from additional national organizations, it will strengthen the council and would probably accomplish all of the things that they've been trying to achieve by a dozen reorganization suggestions over the last few years," he said.

In other action at its October meeting, the council:

- Agreed to invite comment from schools on a "menu" of open-meeting proposals, including the option of making no change in its present procedures under which accrediting decisions on individual schools are made behind closed doors and reports on the schools are kept confidential. The council took a preliminary vote at a previous meeting to move toward openness.
- Adopted the recommendation of an appeals committee in granting provisional reaccreditation to the University of Wisconsin-Eau Claire, which was denied reaccreditation last April.
- Began organizing task forces on a variety of topics including fund-raising and educating media professionals and educators about the accrediting process and its benefits. □

Foundation publishes new NIE bibliography

A new list of Newspaper in Education publications has been published by ANPA Foundation.

The sixth edition of "Bibliography: NIE Publications" contains information on 124 publications selected by a panel of reviewers. Most were published by newspapers in collaboration with local schools.

Each entry includes the name of the publication and when it was published, a description, the grade level at which it is designed to be used, source and price.

A copy of the bibliography has been sent to newspaper NIE coordinators. Additional copies are available for $1.50 each ($1 each for orders of 50 or more) by contacting Ruth Finn of ANPA Foundation at The Newspaper Center, Reston, Va. □

Newsprint fee and FOIA changes passed at end of 99th Congress

The 99th Congress is history, but in its near round-the-clock drive toward adjournment in October it passed some legislation whose effects will be felt directly by the newspaper business—including a surprise fee on imported newsprint and the first major amendments to the Freedom of Information Act in a decade.

Also key to newspapers was an action the Congress didn't take. It failed to act on legislation ANPA had opposed that would have transferred jurisdiction over the AT&T consent decree to the Federal Communications Commission.

• **User fee on imports.** A congressional order to the U.S. Customs Service to impose a "user fee" on nearly all imported products was contained in the massive budget reconciliation bill passed one day before the Oct. 18 adjournment.

According to Martin Casey, ANPA manager/government and international affairs, the fee will apply to imported newsprint. For fiscal year 1987, the fee will be .22 percent of the value of the imported product and will decline to .17 percent in fiscal years 1988 and 1989. The bill was signed by President Reagan Oct. 22, and the fee takes effect Dec. 1. For example, on a ton of newsprint valued at $500, the fee would be $1.10.

Another bill passed Oct. 17, a water resources measure, contains a new .04 percent "port user fee" that also will affect some imported and domestic newsprint. At press time, the bill was awaiting signing by the President, who was expected to do so. If enacted, the fee would take effect April 1, 1987, and apply to the value of all cargo loaded or unloaded at U.S. ports except that going to Alaska, Hawaii and U.S. possessions.

• **FOIA amendments.** Provisions exempting more law enforcement records from the FOIA and limiting the fees that may be assessed news media FOIA requesters were added to the omnibus drug enforcement bill that was passed Oct. 17. The President was scheduled to sign the bill Oct. 27.

Specifically, it would exclude from FOIA coverage records relating to a criminal investigation under three circumstances: If there is reason to believe the subject of the investigation is unware of it; if a third party requests records of a person by name and the person is a government informant whose status as an informant has not been officially confirmed; and if the records relate to foreign intelligence or counter-intelligence or international terrorism and the existence of the records is classified.

The bill also changes fee policy for the FOIA, including limiting fees that may be charged to members of the news media to reasonable standard charges for document duplication. Most other requesters will be charged fees for searching and reviewing the documents.

The FOIA provisions were a compromise between press groups, the American Civil Liberties Union and Sens. Orrin G. Hatch (R-Utah), chairman of the Judiciary Committee's Constitution Subcommittee, and Patrick J. Leahy (D-Vt.).

Bruce W. Sanford, First Amendment counsel for the Society of Professional Journalists, Sigma Delta Chi, said he was

D.C. wants to restrict newsracks

The Nation's Capital, which sometimes looks like the nation's newsrack capital, is considering legislation to regulate newspaper vending machines.

A proposal by District of Columbia Mayor Marion Barry to the city council would require owners to register newsracks and have liability insurance; establish placement, size and appearance restrictions, including limiting those next to curbs to groups of four with six feet of space between groups; and require those in a renovated section of Pennsylvania Avenue to be uniform in size and color.

The District's existing newsrack regulations were promulgated during the 1930s. In 1976, the city's attorney declared them "too restrictive of the constitutional guaranty of freedom of the press" and said they should not be enforced.

Representatives of The Washington Post and The Washington Times said they hope to work out whatever problems exist and to avoid regulations. □

Alan Tepper

Many Washington street corners are crowded with newspaper vending machines.

"very happy" with the compromise. SPJ/SDX had been pushing for FOIA amendments to strengthen the act from a requester's standpoint. "I think that the fee-waiver provisions explicitly mentioning the news media are significant accomplishments for the press. The law enforcement provisions are, I feel, so restrained that they really don't give the Justice Department and the FBI anything they could not get from the courts if they made a reasonable argument," he said.

On the other hand, ANPA had been opposed to consideration of any amendments to FOIA for fear of opening the act up to major, harmful revisions. W. Terry Maguire, ANPA vice president/general counsel, said the compromise "certainly is preferable to other proposals that were briefly considered as the legislation moved rapidly through the process."

Ironically, HR 4862, the bill that ANPA feared would be a vehicle for harmful FOIA amendments, did not receive final action. It would have changed procedures for processing requests for business information [presstime, Oct. 1986, p. 46].

• **Telecommunications transfer.** Even though Senate Majority Leader Robert J. Dole (R-Kan.) said he wanted his bill transferring control over the nation's phone companies to the FCC to be passed during this session, S 2565 never emerged from the Commerce Committee.

On Oct. 8, Commerce Committee Chairman John C. Danforth (R-Mo.) proposed amendments that would prevent either AT&T or the regional Bell Operating Companies from providing electronic publishing where they serve 75 percent or more of the customers in a market.

The action was considered a major victory for ANPA, which had suggested such a 75-percent test in testimony before the Commerce Committee as a way of guaranteeing the "diversity principle," which holds that AT&T and the BOCs should not be allowed to own or control the information carried over their monopoly facilities [presstime, Sept. 1986, p. 46].

Congress also failed to act on legislation to amend the Newspaper Preservation Act. The Senate Judiciary Committee approved a bill that would have extended the act's antitrust exemption to total-market-coverage publications of newspapers in joint operating arrangements. It was not considered by the full Senate.

In other developments, Congress extended the Superfund toxic dump program without the value-added tax that ANPA had opposed [presstime, Dec. 1985, p. 39] and passed two sweeping employment bills. (See story, p. 68.)

—*Margaret Genovese*

Court declines to review cases

The U.S. Supreme Court in October denied review in five cases of interest to newspapers:

• *Copley Press Inc. v. Smith*, in which Copley Press sought review of an Illinois appeals court ruling that a county jailer was not a public figure for libel purposes.

• *LaRouche v. National Broadcasting Co. Inc. et al.*, in which LaRouche sought review of a ruling by the 8th U.S. Circuit Court of Appeals upholding a federal district court decision not to compel the NBC-TV network to disclose confidential sources [presstime, Oct. 1986, p. 46].

• *Fleming v. Moore*, in which Fleming sought review of a Virginia Supreme Court decision to let stand a $233,333 damage award in a non-media libel case in which Fleming was the defendant.

• *Janklow v. Newsweek Inc.*, in which Janklow sought review of a federal appeals court ruling that the magazine's allegedly defamatory statements are constitutionally protected expressions of opinion.

• *Jersawitz v. Noonan*, in which Jersawitz challenged a federal appeals court decision upholding the constitutionality of a Bureau of Prisons regulation limiting interviews with inmates to licensed broadcast stations.

Once again this term, a publication designed to help journalists report on Supreme Court cases is available from the American Bar Association. "Preview of United States Supreme Court Cases" is published in cooperation with ANPA Foundation and the Association of American Law Schools. A one-term subscription is $73 from the ABA, 750 N. Lake Shore Drive, Chicago, Ill. 60611.

COURT BRIEFS

• ANPA Oct. 23 filed a friend-of-the-court brief with the Federal Trade Commission arguing that an **R.J. Reynolds Tobacco Co. advertisement,** which took issue with a government study, is "fully protected under the First Amendment." It said the FTC should uphold an administrative law judge's decision to dismiss a complaint against the ad [presstime, Sept. 1986, p. 38].

• The Minnesota Newspaper Association has filed suit in U.S. District Court in Minneapolis challenging the constitutionality of federal laws prohibiting the mailing of newspapers containing **advertisements of lotteries** or other gaming activities [presstime, Aug. 1985, p. 37]. MNA named the U.S. postmaster general, the U.S. Postal Service and the United States as defendants.

A similar case currently is pending in U.S. District Court in the District of Columbia. Aimes Publications Inc. of Buffalo filed suit against the Postal Service and the United States after it was denied second-class mail treatment for its monthly magazine, Lottery and Gaming Review.

• In a 3-2 decision, the Idaho Supreme Court Sept. 18 ruled that an advertiser that has supplements printed out of state for insert into Idaho newspapers must pay the **Idaho use tax on the purchase of the supplements** from the printer. K mart Corp. had challenged a decision by the Idaho State Tax Commission that it was liable for the tax.

• T.V. Views Inc., publisher of a shopper distributed in Monterey and Santa Cruz counties in California, has filed an **antitrust suit** against Gannett Co., publisher of the Salinas Californian, and Ottaway Newspapers Inc., publisher of the Santa Cruz Sentinel.

In its complaint, filed in California Superior Court, T.V. Views charges Gannett and Ottaway with violations of the state business and professions code, including below-cost advertising in their shopper publications. Gannett and Ottaway have denied the charges.

• The U.S. Court of Appeals for the 5th Circuit Oct. 1 affirmed a federal district court ruling that Yazoo Publishing Co., publisher of The Yazoo (Miss.) Herald, a twice-weekly newspaper, was **not guilty of antitrust violations** as charged by The People's Press Inc., publisher of a defunct daily newspaper in Yazoo City [presstime, Sept. 1985, p. 36].

• Two **minority stockholders** in The Troy (Ohio) Daily News **have filed suit** in U.S. District Court in Trenton, N.J., against the company, several company officials, an Ohio media consulting firm and The Delphos (Ohio) Herald Co. Among other things, they charge officials with conspiring to fraudulently loan $500,000 to The Delphos Herald. The defendants have filed a motion to have the case dismissed, or at least transferred to a federal district court in Ohio.

ABA draft report endorses impersonation of press by police

A portion of a draft report to be presented to the American Bar Association gives "tacit" endorsement of the practice of impersonating members of the news media by law enforcement personnel, according to the ANPA/ABA Task Force.

At its Oct. 16 meeting in Washington, D.C., the press/bar panel said it will ask the authors of the report, ABA sections on criminal justice and individual rights and responsibilities, to delete that part of the report before they present it to the ABA House of Delegates in February.

The report, recommending principles for inclusion in federal and state laws governing undercover investigations, says law enforcement agencies should establish certain guidelines for investigations that involve "sensitive circumstances" such as the impersonation of members of the media, clergy, physicians and attorneys [presstime, Oct. 1984, p. 16]. □

U.S. won't block Evansville sale

The Justice Department will not object to the planned sale of daily newspapers in Evansville, Ind.

The department had been looking into the transactions in which Scripps Howard will sell The Evansville Press, the evening newspaper, to Robert H. Hartmann, a former Scripps Howard executive, and purchase The Evansville Courier, the morning paper, from the Robert C. Enlow Trust and a group of minority stockholders [presstime, Sept. 1986, p. 65].

The newspapers are partners in a joint operating arrangement. Under the deal, Scripps Howard will gain complete ownership of Evansville Printing Corp., which performs business functions for both papers, and of Evansville's Sunday newspaper. An amended JOA contract will be filed with the Justice Department after the sales are finalized, according to a Scripps Howard official.

"It was not a simple matter and it took considerable looking at," said Justice Department spokesman Mark T. Sheehan Oct. 22. "We advised them today that we would not object." □

ANPA files opposition to 6 BOC waiver requests

ANPA in recent months has filed comments with the Justice Department opposing six proposals by Bell Operating Companies to enter unregulated businesses. The Association said the proposals could violate terms of the AT&T antitrust consent decree.

In each case, a BOC seeks a waiver from terms of the decree [presstime, March 1986, p. 45].

Three of the requests came from Ameritech:

- To allow its software subsidiary, Applied Data Research Inc., to provide software updates and modifications through personal computers via phone lines. ANPA said the request fails to define clearly what types of information can be transmitted.
- To provide a service in which a special operator would be able to give the name and address that corresponds to any given phone number. Although ANPA believes this type of service is prohibited under the decree, the Association raised no direct opposition to the Ameritech request, partly because a similar program exists at Illinois Bell and because there are no competitive service alternatives. But ANPA stressed that any requests to provide this type of service for the first time should follow established procedures of public comment and Department of Justice review.
- To provide non-telephone directory services, such as indexed facts and information, through kiosks in airports, shopping malls, hotels and other public locations. ANPA opposed the plan, saying it strays too far into the information services field. Even though Ameritech would not use its exchange facilities to transmit the information, the service nevertheless would consist of gathering, storing, retrieving and transmitting information—activities that are prohibited by the decree, the Association pointed out.

Two other waiver requests were submitted by US West:

- To enter the market research and business consulting fields and conduct, among other things, public-policy research on national, state and local issues and public-opinion research. ANPA opposed the request, saying it was so broad that it could include information services. US West would be generating, storing, retrieving and transmitting information over its own facilities, the Association noted.
- To enter the securities business, serving as broker-dealer in securities and financial contracts, investment advisor and underwriter. ANPA said it has no objection to the firm's providing traditional securities services, but it noted that the securities industry today relies on electronic services to disseminate information. The request by US West was vague as to whether it included offering electronic information services, and ANPA recommended that any waiver granted specifically prohibit such activity.

The sixth request was by Southwestern Bell, which wants to provide customer-support and marketing-support services such as order processing, credit and check authorization, processing of payments, telemarketing and customer surveys. ANPA opposed the request because most of these proposals fall within the information services category. □

ANPA requests stronger safeguards in Computer III

In final comments to the Federal Communications Commission on its Computer III proposal, ANPA again urged stronger safeguards to prevent monopoly abuses by AT&T and the Bell Operating Companies.

The comments were in reply to initial responses by AT&T and the BOCs and other interested parties regarding Computer III, which is a continuation of the FCC's rule-making as a result of the breakup of AT&T [presstime, Feb. 1986, p. 36].

ANPA specifically:

- Urged rules that would prevent AT&T and the BOCs from using information about customers to their own advantage in offering unregulated services.
- Reaffirmed its position that specific procedures should be in place to monitor orders for phone lines needed to provide enhanced services in order to bring problems to light and protect against unfair business discrimination.
- Urged that the FCC require separate bookkeeping and other monitoring devices to ensure that AT&T and the BOCs do not use revenue or cost-shifting practices for subsidizing business interests outside of regulated service. □

ANPA to study ZIP-plus-4

The ANPA Postal Committee will examine the implications the nine-digit ZIP code has for the newspaper business.

The longer code, which adds a hyphen and four digits to standard five-digit ZIP codes, is used in conjunction with automated bar-code printing and reading machines. The goal is to increase postal efficiency and hold down costs.

Discounts are given to large-volume customers who use the longer code. So far, the discounts are available only for first-class mail. But a postal spokesman said USPS plans eventually to adopt the system for second-class and all other classes. There is no timetable for doing so, the spokesman added.

The Postal Committee decided at its meeting Oct. 14-15 in Washington, D.C., to examine several issues related to the longer ZIP code. They include how newspapers can benefit from the program in their own mailings, and how it someday may be used in newspapers' marketing plans. Nine-digit ZIP codes theoretically can designate addresses down to a city block or even a floor in a large building. The five-digit code designates a post office destination.

The committee also will examine apparent confusion at the Postal Service over such things as what kinds of machinery will be used in processing nine-digit mail.

Third-class mailers already have voiced strong concern over the elongated code. Gene A. Del Polito, executive director of the Third Class Mail Association, told Postal Committee members that TCMA intends to "fight tooth and nail" if the Postal Service maintains its present course on the program.

Some third-class mailers worry that a discount program tied to the longer ZIP code could mean the elimination of presort discounts, Del Polito explained. Many of those mailers, especially the ones that compete against newspapers, heavily use the carrier-route presort rate.

Del Polito said TCMA also is concerned about how the nine-digit ZIP "has been marketed and the way it has been implemented. . . . Nobody [at the Postal Service] has a clear view of how the program is going to be implemented."

A major concern is location of the bar code that USPS "sprays" onto envelopes as part of the extended ZIP's automation. USPS currently positions the bar code in the lower right hand corner of an envelope and requires that a lot of white space be retained. Such a configuration would come into conflict with "teaser" copy typically printed on many third-class-mail envelopes, Del Polito said.

The third-class mailers' representative also noted that mail volume of Advo-System Inc. has decreased this year because of competition and because of the firm's marketing decisions. Advo now accounts for 14.3 percent of all third-class volume presorted to the carrier-route level, compared with 19.9 percent in 1983, Del Polito said.

The carrier-route presort category represents about half of all third-class mail, he said. □

Del Polito (right) makes a point with Postal Committee Vice Chairman Gregg K. Jones (left) of The Greeneville (Tenn.) Sun and ANPA Executive Vice President Jerry W. Friedheim.

POSTAL NOTES

• Congress **approved postal funding** for the current fiscal year that will allow second-class, in-county rates to remain stable.

The funding level for so-called "preferred" mail, including the in-county category for publications, was $650 million.

Congress did not, however, restore funding for the former "limited circulation" portion of preferred mail, which provided lower rates for mailings of fewer than 5,000 copies outside the county of publication [presstime, Oct. 1986, p. 49].

• ANPA said it will **intervene in the federal court appeal** of The Enterprise, a free weekly newspaper in Winchester, Tenn., that is protesting a decision by the postal governors barring the paper from using subsidized rates [presstime, Oct. 1986, p. 49].

ANPA is expected to support the governors' decision.

• The Postal Service has urged the Postal Rate Commission to dismiss ANPA's complaint over the use of postcard-like **detached mailing labels**. The cards bearing address labels accompany some presorted third-class mail [presstime, Jan. 1986, p. 23].

ANPA asked the rate commission for a 90-day extension of the time it designated for responses to the USPS motion.

• The Postal Service also asked the rate commission to dismiss the recent complaint of four dailies against a USPS rule disallowing certain forms of **second-class, total-market-coverage** delivery.

The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner said the new rule amounts to an improper change in classification [presstime, Oct. 1986, p. 49].

USPS said the complaint is groundless. The rate commission asked for public comment by Nov. 5.

Journalists who died in war are honored

Memorials to journalists who died while covering armed conflicts for U.S. news agencies were dedicated Oct. 7 at Arlington National Cemetery outside Washington, D.C., and at the National Press Club in the downtown area.

"This day is long overdue," said Robert Lewis, president of the Society of Professional Journalists, Sigma Delta Chi, which cosponsored the memorials with the National Press Club, the Overseas Press Club of America and No Greater Love. The latter is a non-profit organization that provides "programs of friendship and care" for children of Americans killed in war or terrorist incidents.

At the cemetery, a tree was dedicated as a living memorial; it is a Darlington oak, a species that was chosen because it does not lose its leaves in the fall and therefore symbolizes the perennial commitment of journalists to covering the news. Located at the base of the tree is a stone in the shape of an open book. The stone is inscribed: "This tree grows in memory of journalists who died while covering wars or conflicts for the American people. One who finds a truth lights a torch."

At the press club later in the day, there was an unveiling of a plaque containing a list of the 227 journalists known to have lost their lives while covering wars and conflicts since World War I.

ABC News correspondent Steve Bell, master of ceremonies for the dedicatory events, said sponsors had already learned of at least three omissions from the list. He urged news organizations with additional names to contact No Greater Love, 1750 New York Ave. N.W., Washington, D.C. 20006. □

Margaret Genovese

James and Sarah Burrows search the plaque for the name of their grandfather, Life photographer Larry Burrows, who was killed in Vietnam in 1971. Looking on are David Ulizio (left), grandson of combat correspondent James J. McElroy who was killed in Iwo Jima in 1945, and Alice Ducq, granddaughter of International News Service reporter Ray Richards who was killed in Korea in 1950.

APME reports cover full range of newsroom issues

Key trends and issues in reporting the news are examined in detail in the 1986 Continuing Studies reports by committees of the Associated Press Managing Editors Association.

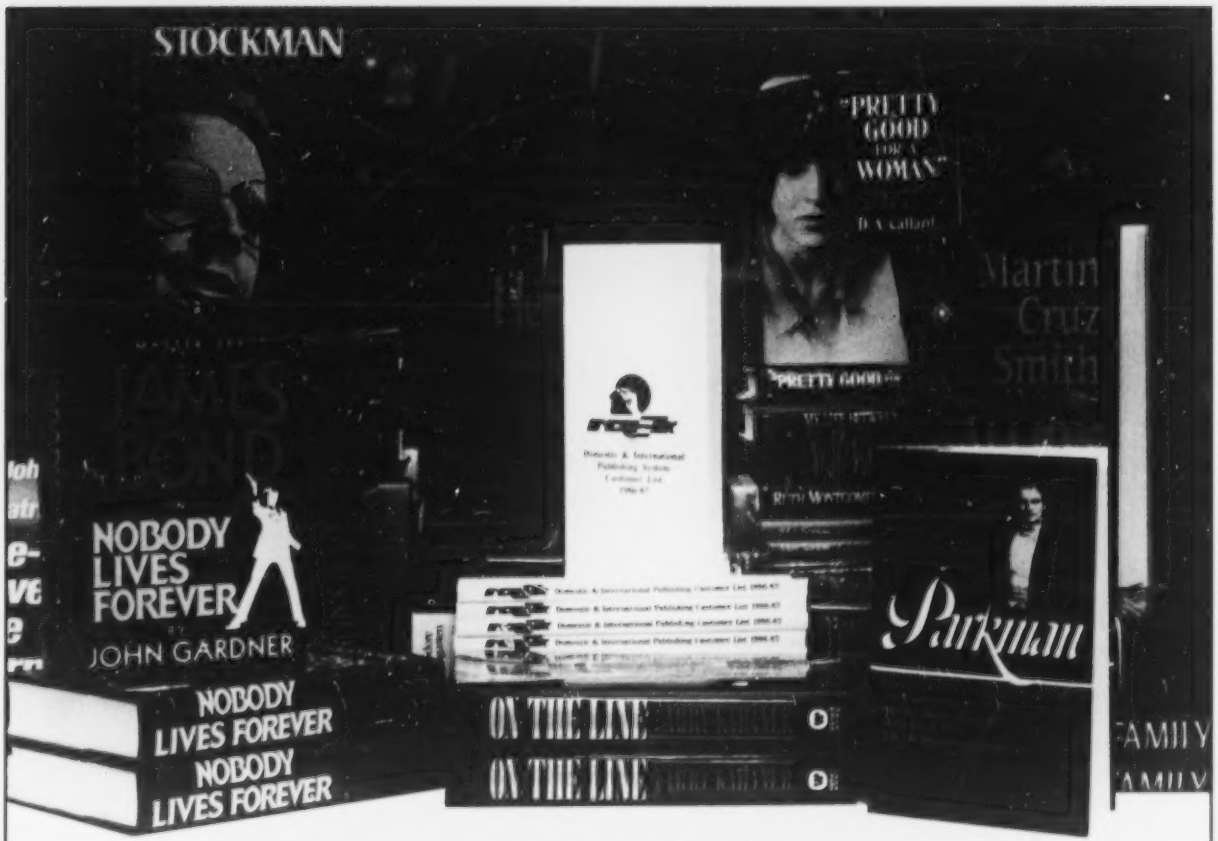
The reports were issued at the APME's annual convention Oct. 21-24 in Cincinnati.

A limited number of single copies of 11 of the 17 Continuing Studies reports are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. The committees, their reports and committee chairmen are:

- Credibility and Professional Standards: "Credibility: Maintaining the Vigil," Robert W. Ritter, The Sun, San Bernardino, Calif.
- Newsroom Management: Beverly Kees, Post-Tribune, Gary, Ind.
- Business and Economics: "They're Taking Off," Robert Cochnar, San Francisco Chronicle
- Freedom of Information: Robert E.L. Baker, The Free Lance-Star, Fredericksburg, Va.
- Sports: "How the AP Performs, APME Survey," W.F. Cento, St. Paul Pioneer Press and Dispatch
- Telecommunications and Technology: "Personal Computers," Frank Simmons, Daily Press and The Times-Herald, Newport News, Va.
- Changing Newspapers: "What Editors are Doing to Improve Readership," Ralph Langer, The Dallas Morning News
- Minorities: "Minorities: Recruitment, Mainstreaming, Coverage," Reid MacCluggage, The Day, New London, Conn.
- Media Competition: "TV Books," Earl Maucker, Fort Lauderdale News and Sun-Sentinel
- Writing and Editing: "The Well-Edited Newspaper: Putting the Pieces Together," Leonard Pardue, The Courier-Journal and The Louisville Times
- Photo and Graphics: "Would You Run These Photos?" James F. Vesely, The Detroit News.

Not currently available from ANPA are the following reports:

- Commentary: Luke Feck, The Columbus (Ohio) Dispatch
- Foreign News: "Reporting on Central America: How Good is It?" Sue Reisinger, The Miami News
- Future Directions: "The Adventures of Super Editor," Richard Archbold, Press-Telegram, Long Beach, Calif.
- Marketing and Research: "Focusing on Research," Lawrence K. Beaupre, Westchester Rockland Newspapers, White Plains, N.Y.
- Journalism Education: "Report on Journalism Education," Janet Brandt, The Tacoma (Wash.) News Tribune
- General News: Michael E. Waller, The Hartford Courant □



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Media education campaign gets $150,000 start

Project Watchdog, the $1-million media campaign to educate the public on the value of a free press, got off to a running start in October with a $150,000 grant from the Robert R. McCormick Charitable Trust.

Sponsored by the Society of Professional Journalists, Sigma Delta Chi, the campaign was recently approved by the Advertising Council. This means once the society has raised the $1 million for ad production, it could get as much as $25 million in free advertising space and ad time [presstime, Sept. 1986, p. 45].

The full amount of the McCormick grant will be spread over three years. It is expected to be a "catalyst" for other media contributions, said SPJ,SDX Executive Officer Russell C. Tornabene. □

ASNE protests 'disinformation'

The American Society of Newspaper Editors expressed "outrage and alarm" at "evidence that senior officials of the Reagan administration have been involved in an incident to spread 'disinformation' regarding U.S. policy toward Libya."

"This calculated technique of falsehood, commonly employed by totalitarian governments as an instrument of policy, is repugnant to American democratic principles and destructive of the role of the press in a free society," the ASNE board said in an Oct. 11 telegram to President Reagan. □

Press and education seminar Nov. 9-11

The First Amendment Congress will sponsor a conference Nov. 9-11 on matters involving the press and education. Called "First Amendment Issues: Schools in a Free Society," the conference in Williamsburg, Va., will focus on three points: media coverage of education and access to the media by educators; student press rights and responsibilities; and challenges to textbooks, other curriculum materials and books in school libraries.

In another development, the congress has raised $197,000 for a permanent office [presstime, Dec. 1985, p. 45]. □

Presentations available from well-attended conference on marketing strategies

ANPA's first-ever conference on "Creative Marketing Strategies to Win Readers and Advertisers" drew 223 participants from 34 states, four Canadian provinces and four foreign countries.

The Oct. 16-17 conference at Hyatt Regency O'Hare, Chicago, was sponsored by the ANPA Circulation and Readership Committee in cooperation with the Newspaper Advertising Bureau's Future of Advertising Committee, the American Society of Newspaper Editors, International Newspaper Advertising and Marketing Executives, International Circulation Managers Association, International Newspaper Promotion Association and the Newspaper Research Council. Program chairman was Thomas Curley, president of USA Today.

Audio cassettes are available from ACTS Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011; (314) 394-0611. Cost with shipping is $102 for the full conference and $9.50 for individual tapes.

Single copies of 19 texts from the conference are available from the ANPA Public Affairs Department, Box 17407 Dulles Airport, Washington, D.C. 20041. They are:

- "What We Know About Single Copy Sales and Buyers"—Virginia Dodge Fielder, vice president/news and circulation research, Knight-Ridder Inc., Miami; Jay T. Harris, executive editor, Philadelphia Daily News
- "Point of Purchase Newspaper Promotion"—Barbara van Pelt, marketing manager, The Dallas Morning News
- "Promoting the News"—Robert T. Burns, vice president/marketing and administration, USA Today, Arlington, Va.
- "Making the Most of Special Events"—Richard P. Honack, manager of promotion and special events, Chicago Tribune
- "What We Know About Weekday and Weekend Newspaper Circulation"—Albert E. Gollin, vice president/associate director of research, Newspaper Advertising Bureau, New York City
- "Trend Analysis and Newspaper Marketing Strategies"—C. Gordon Wade, president, The Cincinnati Consulting Group
- "The Weekend Package"—Michael R. Fancher, Executive Editor, The Seattle Times
- "Reader Access Sections"—Clement C. Winke, president and publisher, Boca Raton (Fla.) News and News of Delray Beach
- "Weekday Advertisers"—Conrad A. Kloh, director of sales and marketing, The Arizona Republic and The Phoenix Gazette
- "Weekday Readers"—James D. Squires, executive vice president and editor, Chicago Tribune
- "The Move to Daily Publication"—Daniel E. Baumann, president and editor, The Daily Herald and Paddock Publications Inc., Arlington Heights, Ill.
- "Keeping Up With an Expanding Market"—Stuart Schwartz, corporate director of newspaper marketing, Lee Enterprises Inc., Davenport, Iowa; John H. Blexrud, vice president/marketing director, The Orlando Sentinel
- "Strategic Sellers: Urban Encounters"—Joseph M. Ungaro, president and general manager, Westchester Rockland Newspapers, White Plains, N.Y.; Robert Comstock, executive editor, The Record, Hackensack, N.J.; James S. Toedtman, managing editor, New York Newsday; James P. Willse, vice president/managing editor, New York Daily News
- "Strategic Sellers: Targeting for Success"—Beverly A. Barnum, corporate director of market research, Harte-Hanks Communications Inc., San Antonio
- "Targeting for Success: Promotion"—David J. Andree, marketing services manager, San Francisco Newspaper Agency
- "Targeting for Success: Circulation"—Ralph L. Harrington Jr., Manager/north home delivery, Houston Chronicle
- "Targeting for Success: Editorial"—James T. Robison, managing editor, The Orange County (Calif.) Register
- "Targeting for Success: Advertising"—James F. Fowler, marketing director, Winston-Salem (N.C.) Journal
- "Conference Review and Closing"—Thomas Curley, USA Today; Baumann, Paddock Publications Inc.; Ungaro, Westchester Rockland Newspapers; Barnum, Harte-Hanks; Philip K. Hanna, vice president/group circulation, The New York Times Regional Newspaper Group; and Reg Murphy, publisher, The Baltimore Sun. □

U.S., Russian journalists resume efforts for exchange visits

Following the Soviet Union's release of U.S. newsman Nicholas S. Daniloff, two proposed exchange visits between U.S. and Soviet journalists are getting back on track.

The American Society of Newspaper Editors Oct. 14 contacted the Union of Journalists, an 8,600-member organization including most media employees in the Soviet Union, to try to reschedule a visit by Soviet journalists to the United States. There was no response by press time.

The visit was to have begun Sept. 21, but was called off after ASNE said it would be "inappropriate" for the delegation to come to the United States at that time.

Similarly, faculty at Columbia University's Graduate School of Journalism have reopened discussions with Soviet journalists and the Alerdinck Foundation, a Netherlands organization attempting to improve East-West relations through communications. The parties are trying to arrange an exchange in which three young Soviet journalists would spend time working at U.S. newspapers and three young Russian-speaking U.S. journalists would do the same at Soviet papers.

Discussions ceased following Daniloff's arrest, and faculty members sent a telegram of protest to the Soviet Union's U.S. ambassador.

Donald R. Shanor, Cabot professor of journalism, said he hoped the exchange could take place by late spring. He invited newspaper publishers and Russian-speaking journalists interested in participating in the program to contact him at (212) 280-3837.

Daniloff, Moscow correspondent for U.S. News & World Report, was released Sept. 29 in a deal in which the Soviet Union also freed a jailed dissident and the United States released a Soviet United Nations employee who had pleaded no contest to espionage charges [presstime, Oct. 1986, p. 51].

Foreign journalist trainers needed

The Center for Foreign Journalists is looking for senior and retired news executives who want to spend time in a developing country training foreign journalists. The center has received numerous requests for names of such executives from U.S. organizations involved in training foreign journalists.

There already have been more than 40 such training missions sent abroad from the United States this year, and CFJ Executive Director George Krimsky said the number of requests is expected to grow.

In addition to collecting names for the organizations, CFJ itself is taking an active role in training senior and retired journalists for such missions. Assisting the center with a recent one-week training program for 11 U.S. news executives was J. Edward Murray, an experienced trainer and former president of the American Society of Newspaper Editors and the Associated Press Managing Editors.

For more information, contact CFJ, 11690-A Sunrise Valley Drive, Reston, Va. 22091; (703) 620-5984.

Murray (left) and Krimsky listen at a recent meeting in Reston, Va., for U.S. news executives preparing to serve as trainers.

Press groups protest Colombian reporter's treatment in U.S.

ANPA, the American Society of Newspaper Editors and the Reporters Committee for Freedom of the Press separately have asked federal officials to explain why a Colombian newspaper reporter was detained and denied entry to the United States in October.

Patricia Lara of El Tiempo in Bogota was stopped by immigration officials at a New York airport on her way to attend an awards ceremony at the invitation of Columbia University's Graduate School of Journalism.

Lara has filed a $5-million administrative claim against immigration officials.

ANPA filed a Freedom of Information Act request seeking materials accounting for the Immigration and Naturalization Service's including Lara's name in its "lookout book" of aliens who are inadmissible to the United States.

"If she was listed solely because of her writings, there is great reason for concern. If, on the other hand, the government took its action for different reasons, then an explanation of those reasons is in the government's and the public's best interest," said Jerry W. Friedheim, ANPA executive vice president, in a letter to Attorney General Edwin Meese III.

ASNE President Michael G. Gartner said the press cannot protest the detention of journalists around the world, such as U.S. reporter Nicholas Daniloff, "and ignore the inexcusable circumstances surrounding the recent detention of Colombian journalist Patricia Lara."

Also protesting were the Committee to Protect Journalists, Inter American Press Association and The Newspaper Guild.

WORLD PRESS NOTES

• The World Press Freedom Committee will sponsor a **world conference on censorship** in London Jan. 16-18. Plans call for more than 100 people to be invited to participate in the conference, which will focus on practical measures to alleviate growing limitations on press freedom.

Arrangements for the conference will be coordinated by Hewson A. Ryan, director of the Edward R. Murrow Center of Public Diplomacy at Tufts University's Fletcher School of Law and Diplomacy.

• ANPA has registered strong protest with the government of Malaysia over **harassment of The Asian Wall Street Journal**.

Disturbed over articles published in the Journal, Malaysia had banned distribution of the paper for three months and expelled two correspondents.

The incident was not the first threat to the U.S. paper in Asia.

• A **Nigerian journalist was killed** Oct. 19 as a parcel delivered to his home exploded when he opened it.

Dele Giwa, editor-in-chief of Newswatch magazine, had been interrogated by Nigerian officials several days earlier when he was accused of plotting a revolution and importing arms.

Newspapers eye keyless offset as a way to reduce waste, manpower needs

Newspapers with offset presses have long complained about the amount of newsprint they waste at the start of the press run as an operator adjusts keys to find just the right balance of ink and water to produce a salable copy.

And when newspapers like the St. Petersburg Times (morning circulation 315,698) and Evening Independent (39,998) spend upwards of $38 million annually for newsprint, the waste can mount up to $500,000 to $750,000.

It is for that reason the St. Petersburg papers will begin testing a keyless or "anilox" offset system next summer. The Graphic Systems Division of Rockwell International (Goss) will convert two units of a Goss Metro press to a keyless inking system that includes anilox rollers and "doctor" blades.

Other U.S. newspapers have tested keyless offset but only in black-and-white printing. St. Petersburg will test color.

"We believe that keyless offset is definitely the way offset will go" in coming years.

In 1977, ANPA unveiled a keyless inking system for letterpress printing; it was the forerunner of adapting flexographic printing methods for newspapers. A short time later, ANPA researchers developed keyless inking for offset presses.

According to William D. Rinehart, ANPA vice president/technical, a keyless inking system for offset presses offers many of the advantages of flexography. In the last couple of years, as flexo's advocates have trumpeted that process's advantages, interest in keyless offset also has been surging, he said.

Like flexography, keyless offset "reduces manning requirements and reduces newsprint waste," Rinehart noted. "We believe, as do many of the press manufacturers, that keyless offset is definitely the way offset will go" in coming years.

The kinship between keyless offset and flexography has been affirmed at Goss, where Vice President and General Manager Les Kraft said some of the research being conducted to produce its first flexographic press has been found applicable to keyless offset.

Other recent examples of interest in keyless offset include these developments:

- The New York Times decided to continue its testing of Goss keyless offset until the end of this year, at which time it will choose whether to convert other units to anilox inking.
- Tokyo Kikai Seisakusho, a Japanese press company, has been testing a keyless offset press in the laboratory and in daily production at a Japanese newspaper. Next spring, the company will release a detailed evaluation of the system's printing performance and marketability.
- Testing of an ANPA-designed anilox offset system continues at the Burlington County (N.J.) Times, where newspaper production executives have reported it has proved to be cost-effective.
- A six-month test of keyless offset last year at The Commercial Appeal in Memphis left the newspaper's director of operations convinced that keyless offset is indeed the wave of the future.

Next year's test in St. Petersburg will attract even greater attention, of course, because of the addition of the color factor. Ralph E. Imhof, the St. Petersburg printing plant manager, said process color appears on one of every four pages of the Times and Evening Independent.

Imhof said that after observing the black-and-white testing in New York City and Memphis, his dailies wanted to determine whether color can be run efficiently and consistently on keyless offset presses. "We like to be innovators," he said, "but not at the expense of what we

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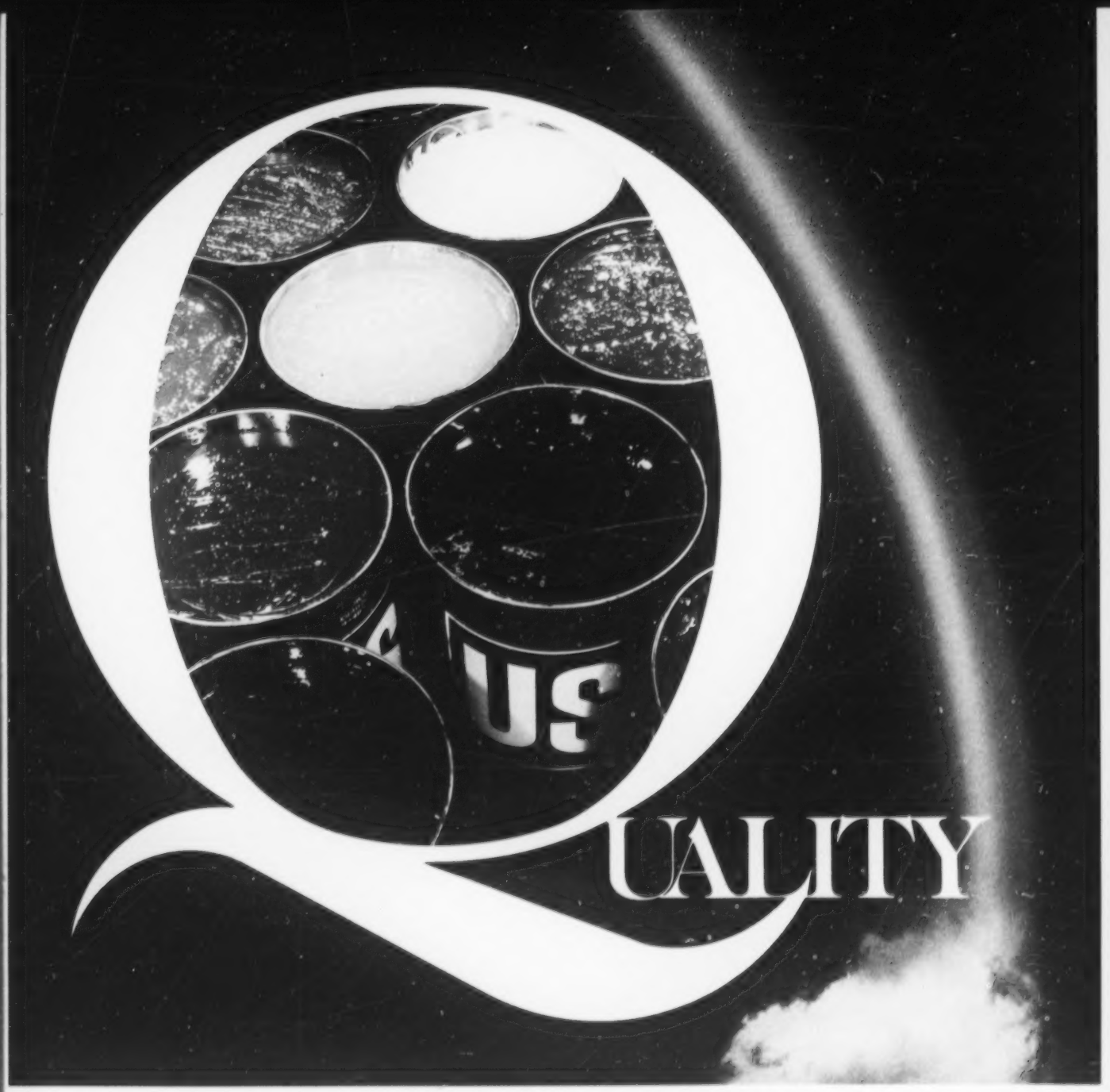

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Imhof said, however, that if keyless offset emerges as a viable press option, "it would save us a great deal of money." Exact figures are difficult to obtain, but press manufacturers said converting an offset press to anilox inking would cost from one-third to one-half as much as buying a new flexographic press.

WORKING OUT BUGS. According to those who already have tested keyless offset, some bugs remain to be worked out, but they believe this will happen as more testing is done.

"The testing we did for six months last year was very experimental and limited, but I feel there's a definite future in keyless offset," said Jim Fenley, director of operations for The Commercial Appeal. For the test there, Goss converted a Metro offset press unit to keyless inking.

"It really makes a lot of sense," Fenley said. "You can reduce manning, conserve ink and get good print quality. I believe most offset presses will be keyless in the not-too-distant future."

Keyless offset works in much the same way that flexography does. An anilox roller engraved with microscopic cells rotates through an ink trough, and the cells carry ink to the plate. The doctor blade wipes away excess ink.

When it works, "It's a thing of beauty. It does everything we want it to," J.A. (Andy) Riggs Jr., senior vice president/operations of The New York Times, told a meeting of the International Newspaper Conversion Group in Washington, D.C., in late October.

However, Riggs compared keyless offset right now to a golfer who shoots well on the first nine holes, then falters on the back nine. He feels its potential is just as great as it was two or three years ago but admits to some frustration with time lost to doctor blade and anilox roller adjustments.

Another problem, Riggs said, is that the testing itself requires closer monitoring of ink, paper and plates. "We don't always have time to do that. We have a lot of newspapers to produce."

But he emphasized that when the presses are running well, few adjustments are necessary. And the pressmen who work with the Goss keyless inking system every day are convinced the desired consistency will someday be there, he said.

Halfway around the world, field testing of the TKS keyless offset press is also showing promise. John E. Hall, senior vice president with Taft Equipment Sales, the U.S. marketing agent for TKS, said results to date have been "very favorable."

TKS first demonstrated a keyless offset press at ANPA's annual equipment exposition in 1983. After it was shown, the press was taken back to Japan for further research.

"I believe our tests in Japan have proved that black-and-white can be produced consistently. Now we need to develop color," Hall said.

"Our evaluation will look at everything, including how well plates, inks and paper perform. We will need that kind of detailed information in order to decide whether or not there is a market for such a press. And the people who buy them will want the information before making a switch." —*Rosalind C. Truitt*

TECHNOLOGY NOTES

• The Graphic Systems Division of Rockwell International (Goss) has introduced a **vertically stacked offset press** for newspapers. The Colorliner, which can print color on both sides of the web, will enable companies to print both newspapers and commercial work on the same press.

The design calls for four vertical units that can print up to 16 process color pages.

According to the company, advantages of vertical stacking include space savings as well as improved registration because distance between printing couples is reduced. The firm said the Colorliner will print up to 75,000 broadsheet copies per hour on straight runs or 37,500 "collect."

The first one has been purchased by The Times Journal Co. of Springfield, Va., and is scheduled for delivery in early 1988.

• The Graphic Arts Technical Foundation has announced a new study to determine the extent of **commercial printing by newspapers**.

GATF says the study will cover more than 7,000 daily and weekly newspapers and will feature profiles of several newspapers in the commercial-printing business.

The completed report is expected to be available next spring.

• Members of all currently organized national flexographic groups recently **formed the International Flexographic Technical Association.**

The group is composed of flexographic technical associations from the United States, Italy, the United Kingdom, France, Japan, Holland and West Germany. National groups are also forming in Australia, New Zealand and Brazil.

One of the umbrella group's first projects will be to compile a reference work, *Flexo Source Guide to Presses, Supplies and Equipment*.

In addition, IFTA is planning to conduct an international awards competition next year for newspaper and other types of flexographic printing.

• Also on the flexographic front, the U.S. Flexographic Technical Association has compiled in book form 25 **"Beginning Flexographer" articles** that appeared in its journal during 1984-85.

Covering such topics as inks, substrates and press maintenance, the articles are based on formal papers and workshop presentations.

The book costs $12 for FTA members and $24 for non-members. To order, contact David Pastrich, director of training and education, FTA, 95 W. 19th St., Huntington Station, N.Y. 11746.

TECHNOLOGY CALENDAR

• **TypeView '87,** a seminar sponsored by National Composition Association, will be Nov. 14 at the Royal Sonesta Hotel in Cambridge, Mass.

• The National Printing Equipment and Supply Association will hold its **Print Outlook Conference** Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

• **Paper and Ink Problems in the Pressroom,** a seminar sponsored by the Graphic Arts Technical Foundation, will be Nov. 22 at American Host Farm Resort in Lancaster, Pa.

• **Computer Graphic Arts**, a seminar, will be Dec.7-10 at the Marriott Marquis in New York City.

• A seminar on **Color Separation and Electronic Scanning**, sponsored by the GATF, will be Dec. 13 at the Greetsboro/High Point (N.C.) Marriott.

• Expocounsul International will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

• **Graphics of the Americas '87,** a graphic arts trade show, will be Jan. 23-25 at the Miami Beach Convention Center.

William R. Hertter

Jennie Buckner

Brigette Rouson

Thomas Norton

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041:

Libel and the Cost of a Free Press
James Hoge, president and publisher, Daily News, New York City. American Bar Association's Forum Committee on Communications Law seminar, New York City, Sept. 17

Four "Ps" That Can Spell Trouble for Circulation Departments
William R. Hertter, president, Central States Circulation Managers' Association, and circulation manager, The Pantagraph, Bloomington, Ill. CSCMA fall conference, Madison, Wis., Sept. 21

How Editors Can Better Relate to Readers
Jennie Buckner, managing editor, San Jose Mercury News. International Newspaper Promotion Association annual Western Region conference, Las Vegas, Sept. 24

The Total Newspaper
Paula L. Markiewicz, executive director, INPA, Reston, Va. International Federation of Newspaper Publishers Management Marketing Conference, Brussels, Belgium, Oct. 10

Black Women and the Media: Remembering, Recording and Recruiting
Brigette Rouson, ANPA counsel. Alpha Kappa Alpha sorority luncheon honoring black women in the media in the Twin Cities, Minneapolis, Oct. 11

Development Journalism and a Free Press
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Statesman of India Awards Day seminar, Calcutta, Sept. 15

The First Amendment—Protector of the Minority Point of View
Christie Hefner, president, Playboy Enterprises, Chicago. National Press Club, Washington, D.C., Aug. 20

In Search of Management Rights
L. Michael Zinser, attorney at law, King & Ballow, Nashville. National Newspaper Association annual convention, Nashville, Sept. 25

From the ANPA Health and Safety Symposium, Oct. 2-3, Denver:

Implementing a "Wellness" Program
George R. Cashau, ANPA director/technical research

Common Newspaper Safety Problems and Solutions
Thomas Stewart, safety manager, Sentinel Communications Co., Orlando

Case Histories of Two OSHA Compliance Inspections
Michael G. Manfro, manager/safety and environmental affairs, Los Angeles Times

Rocky Mountain News' Employee Assistance Program
Andrew J. Martelon, personnel director, Rocky Mountain News, Denver

An Asbestos Abatement Program
Carl V. DiGioia, safety engineer, Risk Control Inc., New York City

The Morristown Daily Record Waste Management and Disposal Options
Thomas Norton, assistant production director, Daily Record, Morristown, N.J.

New guidelines suggested for standardized retail research

Standardization, a key prescription in efforts to improve the financial health of newspapers, has reached another area—research.

Publication of the Future of Advertising Project's "Guidelines for Standardized Retail Research" in September concluded years of work by several newspaper organizations on how to present research data to retail advertisers [presstime, June 1986, p. 64].

"It happened in less than two years, and I didn't think it would happen in my lifetime," said Lee M. Dubow, senior vice president of corporate sales promotion for Belk Stores Services in Charlotte, N.C.

Representing the National Retail Merchants Association, Dubow had worked with committees of the International Newspaper Advertising and Marketing Executives, the Newspaper Research Council, and the Newspaper Advertising Bureau to develop the guidelines.

The final version of the guidelines was hammered out by a subcommittee of the Marketing Data Task Force of the Newspaper Advertising Bureau's FOA project. The subcommittee was headed by John T. Mennenga, senior vice president/marketing and research for the newspaper rep firm of Sawyer-Ferguson-Walker Co.

Retailers "never questioned we put out a lot of research. But they wanted it to be easy to read," said Albert (Tappy) August, assistant advertising director of Richmond (Va.) Newspapers. "The key word is 'packaging.'"

The guidelines spell out uniform ways to gather and present data, including demographics, methodology and format.

"Now if Belden (Associates in Dallas) does a study for a newspaper in Maine and Simmons (Market Research Bureau in New York City) does one for a paper in Oregon, the information coming out of these will have the same common questions, demographic breaks and format," said Mark Mattison, media information and systems manager for Knight Ridder Newspaper Sales.

The result of this uniformity, said Belk Stores' Dubow, is that large retail advertisers may be more likely to include more newspapers in their advertising schedules.

"Major markets we understand," but without comparable research data, many others are "sort of nonen[i]ties," said Dubow, whose company has 350 stores in 16 states and currently advertises in more than 225 newspapers.

Those supporting the guidelines also made it clear that they are "minimums" and in no way limit additional research conducted or commissioned by individual newspapers.

Also recently produced through another FOA task force—Readership and Retention—is a "working paper" on circulation retention by John Mauro, former research director of Richmond-based Media General Inc.

Unlike the guidelines for retail research, "Promoting Circulation Sales" poses questions. According to Mauro, the main one emerging from an analysis of the strategies employed by 15 newspapers of various sizes is this: What kind of sales pitches should a newspaper use?

Former Scripps Howard executive Robert H. Hartmann is chairman of the Marketing Data Task Force, and Baltimore Sun Publisher Reg Murphy heads the one on Readership and Retention.

Copies of both publications are available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036, (212) 921-5080, ext. 397. The cost is $3 for the research guidelines and $4.25 for the circulation report. □

Another paper goes to one ad rate

Rate parity—a long-time demand of national advertisers—has claimed another ally—The Globe and Mail of Toronto.

Beginning Jan. 1, 1987, the differential between national and retail rates will be virtually gone at the Canadian daily.

To accomplish this, the paper has "aggressively moved up retail rates and held national rates flat or reduced them," says Marketing Director Mike Soliman.

Replacing this rate differential is a more clearly defined system of pricing ads by the newspaper section in which they appear. Under this system, the prime section is business, then front-section news, followed by sections like fashion, travel, entertainment and sports.

"It's almost like the television approach, where we are saying, 'prime time is one thing and morning shows are another,'" says Soliman. "We don't have a line rate anymore."

At the same time, The Globe and Mail has raised its overall rates only 3 percent, instead of the 6- to 12-percent hikes of the past, he says. "We have said to our advertising community: 'As we get our act together, we will pass on our savings to you.'"

Although confident these choices will be profitable in the long run, Soliman says "it's a fairly gutsy move because it is costing us some money in the transitional phase."

At least two other newspapers have launched ad-parity programs this year. They are The Wichita (Kan.) Eagle-Beacon and The Toronto Sun [presstime, Sept. 1986, p. 51]. □

'Goodwill' writeoff leaves Advo with large loss

Advo-System Inc., one of the largest direct-mail operations in the country, reported a third-quarter net loss of just over $48 million, or $4.16 per share, compared with a net loss of $5.615 million, or 48 cents a share, for the same period of 1985.

But the company said the new figure does not portray its true financial picture, which, it said, is positive.

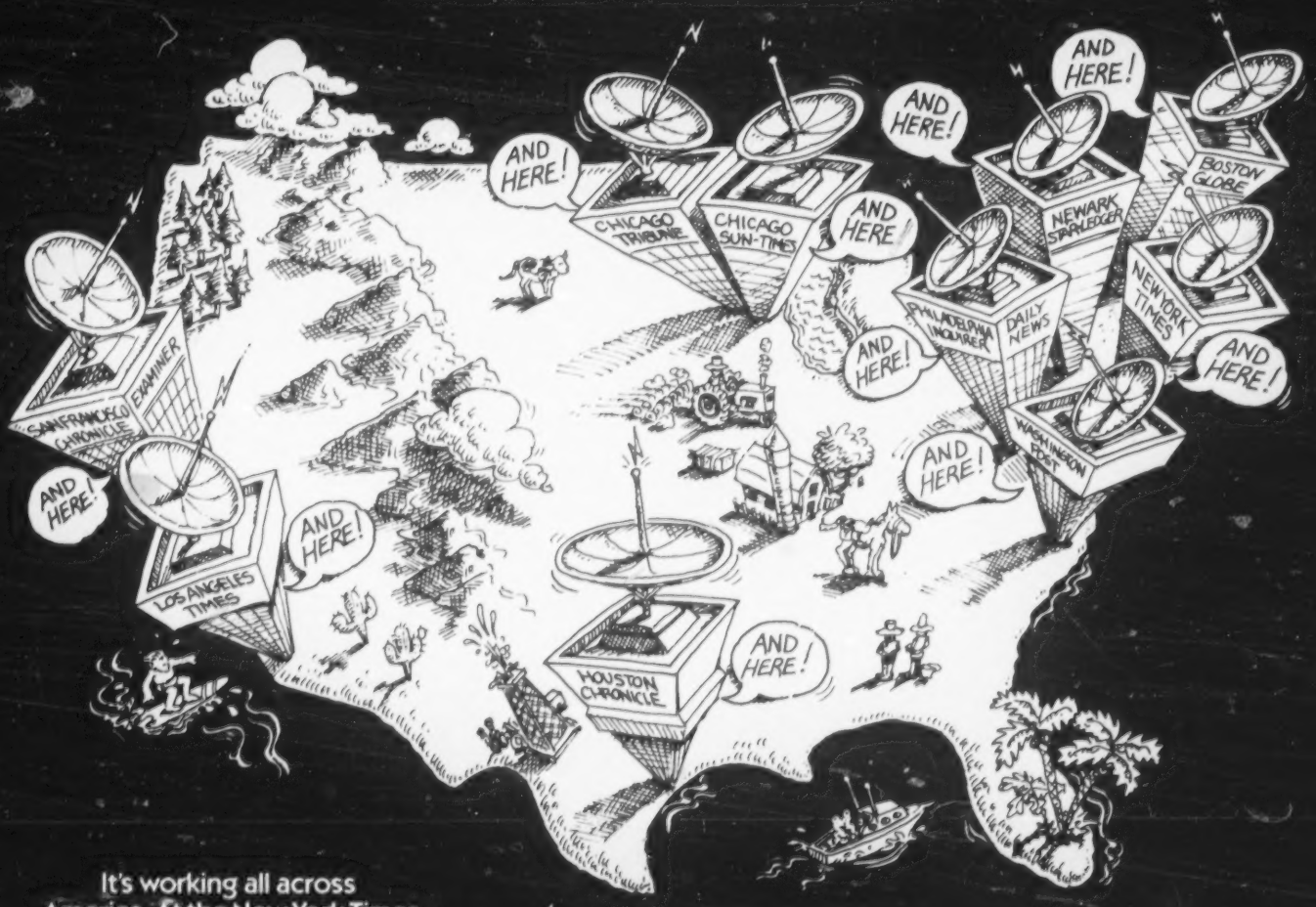
Craig Humphrey, Advo vice president of financial development, said the reason for the large net loss is a one-time, pre-tax "goodwill" write-off of $75.2 million. "The goodwill entry has nothing to do with operations, nothing to do with cash flow," he explained.

Without counting the goodwill loss, Humphrey said, the company had a pre-tax profit for the quarter of $2.15 million.

The goodwill was an "intangible asset" added to the books when John Blair & Co. purchased Advo in March 1984, he said. All of that goodwill has been written off in conjunction with Advo's recent purchase by Warburg, Pincus Capital Partners [presstime, Sept. 1986, p. 50].

The fourth quarter will reflect no goodwill and "is going to be profitable," Humphrey said. □

THE ADS FROM OUTER SPACE ARE HERE!



It's working all across America. At the New York Times. Newark Star-Ledger. San Francisco's Chronicle and Examiner. The Boston Globe. In Chicago, at the Tribune and Sun-Times. In Philadelphia, at the Inquirer and Daily News. It's working for the Washington Post, Houston Chronicle and Los Angeles Times.

These are pioneer AD/SAT newspapers. AD/SAT – the satellite network that's linking advertising agencies with newspapers, to deliver ads at the speed of light. Eliminating the late, the mangled, the lost and the unreproducible. Ending your worries about ads which never run. Revenue you never see.

Demonstration agencies are now sending repro material to these newspapers. The transmission takes seconds. And the quality of reproduction would make any production manager dance for joy.

What's more, there's also the added bonus of an electronic message system – for the first time directly linking ad agencies with newspapers and their representatives.

The number of AD/SAT newspapers is rapidly growing, because the dream is now a reality. So are the benefits.

If your newspaper hasn't explored ads from outer space yet, now's the time.

Write: AD/SAT, 527 W. 34th Street, New York, NY 10001. Or call: 212/330-0678.

AD/SAT.

We deliver newspaper ads at the speed of light.

Workers tell of drug problems

In its "Among Ourselves" house organ, the Los Angeles Times is running a series of first-person articles by employees who are recovering alcoholics and/or drug addicts.

In the articles, the employees detail the extent of their addiction and the steps they have taken toward recovery. The publication noted that alcohol abuse and drug addiction are problems common to an estimated 15 percent of Times employees.

The newspaper, which has an employee assistance program, began screening job applicants for drugs last year [presstime, Nov. 1985, p. 58].

The series originated from the suggestion of employees who meet regularly as a support group. They asked their employee assistance program counselors if it would be helpful to share their experiences with other employees. The counselors presented the proposal to management.

"It's timely and good that information is being shared and the seriousness of the problem is coming to light," said James D. Boswell, vice president of employee and public relations. "All of it is part of an ongoing drug and alcohol education program that we have at the Times."

In the first installment, published in the September issue of the house organ, a middle-management employee described his experiences with cocaine, LSD, marijuana and alcohol. "I remember one occasion where I mixed cocaine with white baking flour to try and cut it," he said. "I sniffed it all with the white baking flour. I baked bread in my nose. I was sick! It was terrible!"

The employee also said he remembered returning to the office after drinking margaritas at lunch and giving telephone callers "any outrageous lie I needed to tell to get them off the phone because I could not understand what they were talking about. All I knew was that I couldn't communicate."

The third-generation Times employee said there were times when he would try to control his drinking. "I would know that I had specific responsibilities that I had to fulfill and so instead of drinking eight or nine pitchers of margaritas, I would drink two or three." He said he hit rock bottom when he woke up one morning to find he had driven a company car into a cinderblock wall.

After entering Alcoholics Anonymous, he said he regained control of himself. "I've been promoted into management in my sobriety. I'm interested in my career at The Times. I have a greater interest and enthusiasm in being able to contribute to this organization than I ever had. I loathed this organization for nine years, and I've been here 10. Now I like it."

In the second of the series, published in October, a female employee said she "bought most of my drugs," including Quaaludes, "here in the company."

She also said she drank every day at lunch. "I started getting promotions, and I was still drinking," she said. "I always felt like I wasn't really good enough for these wonderful things happening to me. I thought, 'Boy, if they ever find out how much I drink. . . .'"

She also sought help from AA. "I've been sober since that first meeting," she wrote. "Everything's changed for me. My attitude about the job is so much better. My home life, my level of serenity, they're just like gifts. It's far beyond anything I ever imagined.

"I know there are a lot of women out there who are embarrassed, and they think that it's not a ladylike thing to have this disease. But alcoholism affects all classes of people, male and female.

"What [an alcoholic woman] has to remember is that the best thing that she could do for herself and the people around her is to seek help." □

Drawing for "Among Ourselves" by Nancy Ohanian

Court denies damages to discharged employee in Hartford case

The Connecticut Supreme Court has upheld The Hartford Courant in a suit filed by a former circulation department employee seeking damages for wrongful discharge and for the infliction of emotional distress.

The employee was fired in 1981 on grounds he had misappropriated company funds. He alleged that his discharge was based on a false accusation.

At issue was whether the plaintiff was covered by the "public policy" exception to the general proposition that a non-contractual employee can be discharged "at will." The court noted that an employer is allowed, in ordinary circumstances, to make personnel decisions without fear of incurring civil liability. Employee job security, however, is protected against employer actions that contravene public policy [presstime, Sept. 1986, p. 32].

The former employee alleged that the company had "negligently investigated" the circumstances surrounding his discharge. But the appeals court agreed with a lower court's conclusion that such an allegation does not mean there was "an important" violation of public policy.

In addition, the court said that the plaintiff's allegations were insufficient to maintain an action for unintentional infliction of emotional distress.

(Morris v. Hartford Courant Co., No. 12756) □

No miscarriage risk found in VDT work

Scientists at the University of Michigan have concluded that pregnant women who work at video display terminals for fewer than 20 hours a week do not have an increased risk of miscarriage.

The study found a slight—but not "statistically significant"—increase in the number of miscarriages among women who worked more than 20 hours a week at VDTs. More research is needed in this area, the scientists said.

The researchers selected 728 women for in-depth personal interviews from 4,215 Michigan state employees who responded to questionnaires.

Another study of possible adverse effects on pregnancy from the use of VDTs is under way at the National Institute for Occupational Safety and Health [presstime, July 1986, p. 64]. □

ITU awaits outcomes of referendum on CWA merger and elections

The future course of the International Typographical Union will be charted by the end of November when ballots are counted in a membership referendum vote on merging with the Communications Workers of America.

The merger is expected to be approved by the members. It would change the ITU into the Printing, Publishing and Media Workers Sector of the CWA [presstime, Sept. 1986, p. 56].

The mail-ballot referendum is being conducted by the American Arbitration Association, with a cutoff date of Nov. 19 for receipt of ballots at AAA headquarters in New York City. The ballots will then be sent to AAA's Denver office for counting Nov. 25.

Also to be tallied are the ballots in the election for international officers, including a challenge by Vice President Allan J. Heritage to the incumbency of President Robert S. McMichen.

Meanwhile, the efforts of one large mailer local to disaffiliate from the ITU has resulted in a disruption of collective bargaining at some newspapers in the San Francisco Bay area. San Francisco-Oakland Mailers' Union No. 18, with about 870 members, had voted 388-75 to disaffiliate from the ITU. But the international union, with the approval of U.S. District Judge Thelton E. Henderson, put the local into trusteeship under the supervision of ITU International Representative Kenneth N. Prairie.

Lawyers for the ITU successfully argued before Henderson that the disaffiliation vote should not be recognized. The ITU's bylaws stipulate that an affiliate's vote to break away from the union is invalid if 15 or more members appeal. After the vote, the mailers' union asked its members by mail ballot if they wished to join forces with the Teamsters, but the ballots were impounded under an order from Henderson.

While the appropriateness of the trusteeship was being litigated, two newspaper companies that had been in new contract negotiations with the mailers' local filed representation petitions with the National Labor Relations Board. The San Francisco Newspaper Agency, the company that handles non-editorial functions of the San Francisco Chronicle and the San Francisco Examiner, and The Modesto Bee asked the board to determine what union, if any, represented the mailers' units at their plants.

The NLRB has agreed to process the Modesto petition, but it has taken no action on the one from the San Francisco agency. The agency has said it will not bargain with the mailers until their bona fide representative is determined.

Elsewhere, in late October, members of Minneapolis-St. Paul Mailers' Union No. 4 voted 227-1 in favor of representation by the Teamsters. They had voted 246-6 earlier in the month to disaffiliate from the ITU. —*Clark Newsom*

NLRB orders newspaper to resume bargaining on new agreement

The NLRB has ordered The Idaho Statesman of Boise to resume bargaining with a union and to restore the working conditions that existed before the company put its final proposal for a new labor agreement into effect.

The newspaper is appealing the order in the U.S. Court of Appeals, District of Columbia Circuit.

The case arose during negotiations with Typographical Union No. 271 over a new contract for mailroom employees. The company proposed, among other things, that trainees covered by the previous agreement be absorbed into a new "helper" classification that would not be covered under the new agreement. Helpers' wages and working conditions would be set unilaterally by the company.

The company put its proposal into effect in October 1985 after the union rejected it.

An administrative law judge found that the company had violated the Taft-Hartley Act by insisting to an impasse on a change in the bargaining unit's "scope"—that is, a change that takes union representation away from employees who previously had it.

The three-member board panel agreed with the judge that the company had violated the act by bargaining to an impasse over a non-mandatory subject [presstime, July 1986, p. 73].

(The Idaho Statesman and Boise Typographical Union, 281 NLRB 41)

NLRB upholds work assignment

In an NLRB case, The News Tribune of Woodbridge, N.J., has been upheld in its assignment of newspaper delivery work to employees of a non-union distributor.

The Newspaper and Mail Deliverers' Union of New York and Vicinity had claimed its members were entitled to the work because of an agreement made with the newspaper's former owner and because of its certification in 1971 as the bargaining representative of drivers.

Assets of The News Tribune were purchased in 1985 by Macromedia Publishing Co. of Hackensack, N.J. The deliverers' union picketed the newspaper in an effort to have the work assigned to its members [presstime, Feb. 1986, p. 55].

The board said the case involved "a traditional jurisdictional dispute" between two competing claims for the work.

It found "reasonable cause to believe" that the deliverers' union had violated the Taft-Hartley Act in its attempts to force the daily to assign the work to union employees, and that the case was properly before it for a determination pursuant to Section 10(k) of the act.

Accordingly, the board awarded the work to the independent distributor's employees based on the company's preference and economy and efficiency of operations.

(Newspaper and Mail Deliverers' Union of New York and Vicinity and Macromedia Publishing Co., 281 NLRB No. 95)

B.C. appeals panel reaffirms decision upholding unions

An appeals panel of the Labor Relations Board of British Columbia has ruled against Pacific Press Ltd., publisher of The Vancouver Sun and The Province, in a dispute over the refusal of union members to handle certain advertising.

The board had ruled in 1985 that the workers did not violate provincial labor law when they refused to perform work associated with advertising from a company that had been declared "unfair" by the local labor federation [presstime, July 1985, p. 62].

Pacific Press will appeal the board's decision in provincial court.

Violations of FLSA charged in two suits against newspapers

Suits alleging violations of the overtime provisions of the Fair Labor Standards Act have been filed against two newspapers, and a third is being investigated by the U.S. Department of Labor's Wage and Hour Division.

These developments are taking place while a federal judge's decision is being awaited in the case involving the Concord (N.H.) Monitor's contention that reporters are professional employees exempt from coverage under the act [presstime, Aug. 1986, p. 49].

In the new situations:

- Five editorial employees filed suit in U.S. District Court alleging that The Washington Post owes them "and others similarly situated" overtime pay. They claim that hours worked in excess of 40 hours a week were not paid for at a rate of one and one-half times the regular rate, as required by the act.

The suit, brought by two reporters, two assistant editors and a news aide, alleges that the Post unlawfully compensated them by providing compensatory time off at straight-time rates in lieu of overtime. The company refused to pay overtime "on the asserted ground that the department or Post budget did not allow the payment of overtime wages," according to the suit.

The plaintiffs said the company "has intentionally and willfully" maintained a system of rules and policies designed to discourage them and others from seeking compensation required by the FLSA. The suit seeks as-yet unspecified damages plus attorneys' fees.

- The Labor Department filed a suit in U.S. District Court alleging that the Norwich (Conn.) Bulletin owes overtime pay to circulation district managers. The suit also alleges that part-time mailroom workers who were paid on a piecework basis did not receive minimum wages.
- A wage-hour compliance officer has conducted an investigation involving all employees of The Columbia (Mo.) Daily Tribune. The newspaper had not received a report on the investigation by press time.

NLRB seat filled

The U.S. Senate Oct. 18 confirmed the nomination of Mary Cracratt, a Kansas City, Mo., attorney, to fill the vacant fifth seat on the National Labor Relations Board. Her term will run through 1990.

Congress bars mandatory retirement, sets fines for hiring illegal aliens

Shortly before adjournment, the 99th Congress passed two sweeping employment bills. One forbids most employers from setting a mandatory retirement age. The other provides criminal and civil penalties for employers who in the future knowingly hire aliens not authorized to work in the United States.

President Reagan is expected to sign both measures into law.

The bill repealing the mandatory-retirement age amends the Age Discrimination in Employment Act of 1967. The act initially prohibited people from being required to retire before age 65. The limit was raised to age 70 in 1978.

Under the amended act, that cap would be removed Jan. 1 for companies employing more than 20 workers. It also requires employers to continue the same group health insurance for workers over 70 as is offered to younger workers.

There are exemptions for a seven-year period that cover police, firefighters and tenured academic faculty.

Robert E. Brophy, vice president of human resources for Scripps Howard in Cincinnati, said he does not view the legislation as a matter of major concern for the newspaper industry. "Historically," he said, "newspapers have not been concerned with the age requirement in terms of retirement." Brophy is chairman of the ANPA Human Resources Committee's Health and Welfare Subcommittee.

As for the recently passed Immigration Reform and Control Act of 1986, Claudia M. James, ANPA assistant general counsel, said newspapers should "review the requirements of the law to ensure they are in full compliance."

The act calls for employer fines ranging from $250 to $2,000 for the first offense, $2,000 to $5,000 for a second, and $3,000 to $10,000 for subsequent ones. For "pattern or practice" violations, employers could also face six months in prison.

No fines would be levied during a six-month "education" period following the bill's enactment.

Employers would be required to verify new hires by examining either a U.S. passport or a combination of a birth certificate or Social Security card with a driver's license or alien identification card known as a "green card."

NLRB elections

Cincinnati Enquirer, GCIU: Paper handlers voted 13-5 against their inclusion in a unit of pressmen represented by Local 20-M of the Graphic Communications International Union.

(NLRB Case No. 9-RC-14950)

Kingston (N.Y.) Daily Freeman, Guild: Circulation drivers voted 2-2 against representation by Local 180 of The Newspaper Guild. A majority vote is required for a union to win representation rights.

(NLRB Case No. 3-RC-8934)

San Jose Mercury News, GCIU: Photoengravers voted 15-9 in favor of continued representation by Local 583 of the GCIU.

(NLRB Case No. 32-RD-735)

Recent contract settlements

Calgary (Alberta) Herald, independent: Five-year agreement covering composing room employees; retroactive to July 1, 1986.

Memphis Commercial Appeal, GCIU: Two-year agreement covering pressroom employees; retroactive to Feb. 1, 1986.

Milwaukee Journal and Sentinel, GCIU: Three-year agreement covering platemaking employees; retroactive to May 1, 1986.

San Diego Union and Tribune, ITU: One-year agreement covering composing room employees; retroactive to Sept. 1, 1986.

(Details in October and November 1986 issues of the ANPA Labor & Personnel Relations Letter.)

Dayton group votes to affiliate with Guild

Newsroom employees of the Dayton (Ohio) Daily News/The Journal Herald represented by the independent Dayton Newspaper Editorial Association have voted to affiliate with The Newspaper Guild. The legality of the vote, however, is being challenged by a group of employees.

The employees voted 56-49 to affiliate immediately after voting 57-49 to ratify a new three-year labor agreement that had been negotiated by the independent union.

The Guild has filed charges with the NLRB alleging that the company unlawfully refused to implement the new agreement, which had not been signed by late October. The company, meanwhile, has put new pay scales into effect, but it refuses to recognize other provisions related to union security.

The group of employees opposed to the Guild filed charges with the NLRB alleging that the vote was not taken in conformity with the independent union's constitution. The company has filed a brief with the NLRB contending that there is a question of representation.

San Antonio Light ordered to bargain

The NLRB has ordered the San Antonio Light to bargain with Local 25 of The Newspaper Guild over a new labor agreement covering circulation department district managers in the city.

The board agreed with an administrative law judge that the company violated the Taft-Hartley Act in 1980 when it withdrew its recognition of the union as bargaining agent for the employees [*press*time, Sept. 1981, p. 36].

The company had relied on petitions signed by 33 of the 56 employees in the unit saying they no longer wished to be represented by the union. But the judge found that two supervisors unlawfully had promised benefits to employees if they disowned the union. Therefore, the company was precluded from relying on the petitions as a basis for withdrawing recognition.

The board also found that the union had violated the act by restricting the right of members to resign.

(The Hearst Corp., San Antonio Light Division, 281 NLRB No. 113)

Firing upheld for breaking pledge

The discharge of a security guard at the Detroit Free Press for violating a "last chance" reinstatement agreement has been sustained by an arbitrator.

The grievant had been suspended for an incident involving consumption of alcohol on the job. He was subsequently referred to the company's employee assistance program in an effort to overcome any alcohol-related problem.

With the concurrence of his union, Local 79 of the Service Employees International Union, the guard entered a company-paid, 28-day hospitalization/alcohol rehabilitation program at the Oxford Institute near Detroit.

Following treatment, the grievant met with union and company representatives and an Oxford consultant to discuss a resolution of his suspension. A key document presented by the grievant at the meeting was titled "My Aftercare Plan," which was part of an out-patient rehabilitation program he had agreed to follow.

Under the plan, the grievant agreed that for a minimum of one year he would:

- Review with the plant nurse on a daily basis his use of Antabuse, a drug that produces an intolerance for alcohol
- Participate in Alcoholics Anonymous meetings and have his attendance verified
- Call the Oxford consultant once a month
- Seek continued treatment at a community clinic.

The grievant then signed the "last chance" agreement, which incorporated his aftercare plan. It stated that if he failed to abide by the terms, he would be subject to immediate discharge.

About six months after he returned to work, the company learned he was not taking Antabuse, and he was again suspended pending an investigation. At a subsequent meeting with company and union representatives, the guard also was unable to verify his attendance at AA meetings and was subsequently discharged.

Arbitrator David W. Grissom found no evidence that the guard had signed the agreement under duress. He also found that the agreement was neither vague nor ambiguous. In the arbitration hearing, the grievant admitted that he had not attended AA meetings as required.

Grissom said that under the circumstances, he was "bound to honor the integrity" of the agreement.

Additional arbitration awards

Baltimore Sun, Guild: Joseph M. Shamoff sustained the discharge of a circulation department telephone clerk for deliberately cutting off customers.

Philadelphia Inquirer and Daily News, Guild: Andrew S. Price ruled that the company did not violate the labor agreement when it refused to grant a leave of absence to a classified advertising clerk so that she could work at the union's office for about four months as a secretary-clerk.

San Francisco Newspaper Agency, Teamsters: Emily Maloney sustained the discharge of a circulation district manager for engaging in acts of physical violence—including use of a knife—while on the job. The incident involved a traffic dispute the district manager had with the driver of another vehicle.

San Jose Mercury News, ITU: William Eaton ruled that the company did not violate the labor agreement by having classified advertising employees, rather than composing room workers, prepare dummy pages by computer.

Wall Street Journal, ITU: Walter E. Boles Jr. sustained the discharge of a printer for removing computer equipment from the Dallas plant without permission.

Washington Post, Guild: Walter A. Maggiolo upheld the union by ruling that a writer was not an independent contractor but an employee covered by the labor agreement.

Washington Post, Guild: Jacob Seidenberg upheld the company's refusal, under its "no nepotism" policy, to hire the son of an employee as a permanent employee.

Youngstown (Ohio) Vindicator, Guild: Hyman Cohen ruled that the company properly refused to grant leaves of absence to two employees to attend an arbitration hearing. The newspaper had arranged their work schedules in such a way as to enable them to attend the hearing on one of their days off.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Price increases to hold, this time

After failing in seven attempts to do so over the past two years, North American newsprint producers have managed to raise prices from $535 to $570 a metric ton. However, even though suppliers, newsprint analysts and newspaper buyers agree the price increase will stick this time, the consensus is that the new prices won't actually go into effect until Jan. 1.

In some cases, mills are charging the new price, then giving customers discounts covering the $35 difference.

The increase comes in spite of the fact that last spring many analysts flatly stated there would be no increase this year. In late summer, the predictions weren't as emphatic, but doubts were nonetheless expressed that an increase would hold [presstime, Aug. 1986, p. 56].

A crystal ball gone haywire? Sort of, but Richard L. Johnson, senior vice president/marketing for Abitibi-Price Sales Corp., said the signs were there all along, and some observers simply failed to read them correctly.

First, Johnson noted, newsprint consumption is growing. During the first eight months of this year, U.S. users consumed 3.4-percent more than they did in the same period of 1985. "We are running flat out, and the demand is still outpacing the production," he said. His firm is the sales and marketing arm for Abitibi-Price Inc., the Canadian company that is the world's largest producer of newsprint.

Elsewhere, an executive of one U.S. newsprint manufacturer, who asked that his company not be identified, said it is "delighted with the price increase."

He said newsprint producers had insisted for several months that rising consumption and other economic factors would force prices to rise, despite the objections of buyers. "No one believed us."

Among the other factors cited by newsprint observers were these:

• Strikes this year in British Columbia, New Zealand and Texas created unexpected downtime for mills and cut production. Consumption climbed throughout the year, and the result was a decrease in stocks. At the end of August, U.S. daily newspaper publishers had a 38-day supply on hand, compared with 44 days' worth a year earlier.

• Newsprint producers, after being thwarted in the past, were determined to stand fast and keep the price increase uniform this time. In the recent past, when buyers balked at a higher price, a few mills backed down, giving users the option of shopping around.

• The recent weakening of the U.S. dollar has diminished the Canadian mills' return on sales to U.S. users. Canada supplies more than half of the newsprint consumed in the United States.

• It was simply time. Newsprint producers have complained that they needed the price increase two years ago, and that because they failed to get it, necessary capital improvements were put off. As a result, they said, the mills aren't as productive as they could be.

Abitibi's Johnson said recent history has shown that price increases often stall for several months, only to be followed by a rapid succession of increases. He feels history may repeat itself because the failure to get an increase the past two years has meant decreased profits for shareholders.

William Metzfield, who buys newsprint for Gannett Co., acknowledged that the climate for an increase was right. Does that mean that the pendulum will swing from a buyers' market to a sellers' market? Metzfield characterized the emerging situation as "equilibrium" between the two sides.

Homer E. Taylor Jr., vice president of operations/manufacturing and supply for Scripps Howard, agreed, adding: "I think what we'll have is a more balanced market. I don't think either the buyers or the sellers will have an upper hand. 1987 will be an interesting year because it's hard to predict exactly what will happen."

North American newsprint mills announced this latest increase in July, primarily because most contracts call for a 90-day notice of such increases.

Newsprint consumption for all U.S. users has increased each month of 1986, ranging from 5.7-percent increase in January to a 0.4-percent increase in March.

The last increase, in which the list price for newsprint went from $500 to $535 per metric ton, came in the midst of heavy coverage of the 1984 Summer Olympics in Los Angeles and the presidential election campaign, and after several paper mills in British Columbia were closed by lengthy strikes. —*Rosalind C. Truitt*

Kenaf project advances

With the pulping of 35 tons of "kenaf" in October, Kenaf International moved a little closer to the reality of building and operating the first full-time newsprint mill in the United States that would use the fast-growing plant as a substitute for wood pulp.

According to Jerry K. Stanners, chief executive officer of The Bakersfield Californian, 50 acres of kenaf were harvested, baled and shipped to Ohio where pulping was done at the C.E. Bauer mill in Springfield.

The Bakersfield daily owns 42.5 percent of Kenaf International. Another 42.5 percent is owned by Agrifuture Inc. Charles S. Taylor, general manager of KI, owns the remainder of the company.

Stanners said KI was pleased with the initial pulping tests. The newsprint produced was very satisfactory and measured up to conventional newsprint in brightness and opacity, he said.

Other pulping and papermaking trials will be conducted over the next several months. Stanners said during that time KI will seek financing for the proposed mill that would be built in southern Texas, west of Brownsville.

The only kenaf mill that has been developed to date is in Thailand.

A fully operating kenaf facility in Texas would consist of the mill and 25,000 to 30,000 nearby acres of kenaf. Kenaf has the potential to produce five to seven times as much pulp per acre as pine trees [presstime, April 1986, p. 67], and the mill would produce an estimated 192,500 metric tons of newsprint annually.

KI's timetable calls for putting the mill into full operation by the end of 1989.

Company officials feel the soil and climate in Texas are ideally suited to kenaf growing.

Further development will determine whether kenaf newsprint is cheaper to manufacture than wood pulp newsprint.

KI believes that if enough kenaf newsprint can be produced to supply newspapers on a regular basis, prices will stabilize, Stanners said.

ANPA has been active in advancing kenaf newsprint. In 1980, the Association funded a study that determined kenaf would grow well in warm climates and could be harvested two or three times annually. □

Newspapers' growth, measured by newsprint use, has outpaced the economy since 1975

BY JON G. UDELL

Newspapers and newsprint consumption in the United States have grown more rapidly than the total economy during the last 10 years—a remarkable achievement for a mature industry. (See graph.) Even more important, our nation's newspapers are well-positioned for future growth.

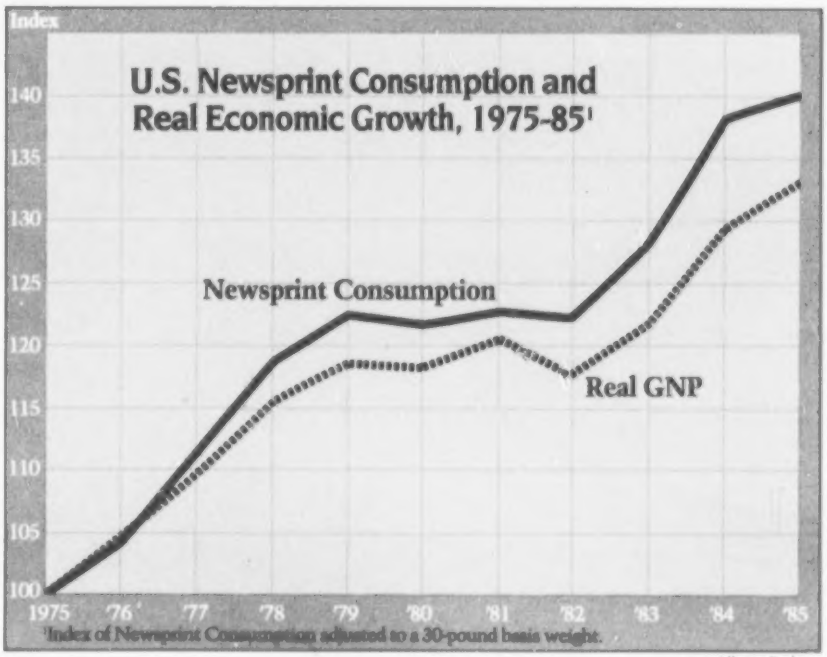
Usually, a healthy but mature industry like the newspaper business grows more slowly than the economy. An expanding economy includes many new products and services that provide most of the economy's growth. Therefore, it is not surprising that for many decades, the U.S. newspaper industry expanded at approximately two-thirds the national economic growth rate.

The above ratio is derived by comparing the expansion of U.S. newsprint consumption to that of the real gross national product. Newsprint consumption by newspapers reflects both changes in content (advertising and editorial) and changes in circulation. Therefore, newsprint consumption measures the real economic growth of newspapers.

Although newspapers' direct share of total U.S. newsprint consumption has declined somewhat, preprinted advertising and editorial linage have grown rapidly. These preprinted inserts, produced on newsprint purchased by others, ultimately become part of the newspaper. Therefore, the total expansion of U.S. newsprint consumption—40 percent during the last 10 years—provides a fairly accurate measure of U.S. newspaper growth.

Why this extraordinary decade-long growth and positive outlook for its continuation? There are several reasons.

First, U.S. newspapers are successful in expanding advertising linage despite an unprecedented severity of competition from other media. In 1985, daily newspapers carried $25.2 billion of advertising—$4.4 billion more than broadcast television and cable TV combined. Last year, newspaper advertising revenues advanced 7 percent, whereas those of the television media rose 5.6 percent.



Alberto Pacheco

U.S. newspapers are likely to be the nation's largest advertising medium for a good many years to come.

Newspapers' effectiveness as an advertising medium is even greater than revenues suggest because many of the dollars spent on preprinted advertising inserts go to parties other than newspapers, even though the preprints are a part of the newspaper.

Contrary to numerous predictions in recent years, the most vigorous competition for advertising is not coming from the electronic media but from another print medium—direct mail. For example, last year the advertising revenues of that medium rose more than 12 percent, and direct mail is now the nation's third largest advertising medium, exceeded only by newspapers and television. Although direct mail is a vigorous competitor, it is encouraging to see another print medium doing so well in an era of rapidly advancing electronic technology.

As for television, it has reached the maturity stage of its life cycle despite the continuing advance of cable and satellite transmission. The television industry will continue to grow but not at the expense of newspapers and other established media, as was true during its adolescent years.

The more recently emerged electronic media, such as videotex and teletext, are in the early stages of their product life cycles. However, these media are not likely to be formidable competitors at any time in the foreseeable future.

Here is the way things are shaping up:

- U.S. newspapers are likely to continue to be the nation's largest advertising medium for a good many years to come.
- U.S. demographics are favorable to newspapers. People in the 30-55 age group tend to be the most avid consumers of newspapers, and this segment of the U.S.

Dr. Udell is Irwin Maier professor of business at the University of Wisconsin. He is also chairman of the board of the Federal Home Loan Bank of Chicago.

population is now increasing rapidly. It reached a record 75 million in 1985. More significantly, the Census Bureau projects a 27-percent increase to more than 95 million by 1995. This means the major market for daily newspapers will expand rapidly in the years ahead.

• The quality of newspaper management remains high. Unlike many other industries that wither and die as new competitors emerge, U.S. newspapers through enlightened management have successfully improved their products and services to both advertisers and readers, thus remaining the nation's largest medium of communication.

The advance of management methods, newspaper technology and the quality of U.S. newspapers during the past 20 years has been astounding. Many U.S. newspapers may be aged, but they are anything but feeble.

For all of these reasons, U.S. newspapers are extremely well-positioned for future growth. During the 10 years ahead, U.S. newspapers are likely to again expand at a rate that equals or exceeds that of the U.S. economy. □

UPIU contracts ratified

A three-year contract has been ratified between the United Paperworkers International Union and Champion International Corp. at the company's Lufkin, Texas, newsprint mill. Workers will receive increases of a $1,000 lump sum in the first year, 38 cents an hour in the second and 2.5 percent in the third.

UPIU members also ratified a three-year extension to a labor contract at Great Northern Paper Co.'s East Millinocket, Maine, mill. The contract, which had been scheduled to expire July 31, 1987, provides for pay increases of 3 percent in 1988 and 2.5 percent in 1989.

Also on the labor front, negotiations continue between the UPIU and two mills where contracts expired last summer: Augusta (Ga.) Newsprint Co. and U.S. Pulp and Newsprint (Kimberly-Clark) in Coosa Pines, Ala.

In Canada, two of three machines are now operating on a day-to-day basis at MacMillan Bloedel Ltd's newsprint mill in Port Alberni, British Columbia. Production there was interrupted for more than a month when striking International Woodworkers of America pickets refused to allow pulpwood into the mill [presstime, Oct. 1986, p. 65]. □

Statistics delayed

Newsprint statistics for September were not available at press time. They will be published in the December issue.

NEWSPRINT NOTES

• Manistique Papers Inc. has **completed an 18-month, $21-million renovation** of its newsprint and specialty-paper mill in Manistique, Mich. Production will be increased by more than 40 percent to about 81,000 metric tons a year [presstime, Jan. 1986, p. 54].

• The Quebec government plans to **sell its holdings in Domtar Inc. and Donohue Inc.** The government owns 30 percent of Domtar and 55 percent of Donohue. Sale of the two concerns could net $500 to $600 million [presstime, Oct. 1986, p. 65].

• Mississippi Chemical Corp., a farmers' cooperative, is studying the **feasibility of building a newsprint mill** in northeastern Mississippi. Details on the exact location, size and configuration are not yet available. The study should be completed by the end of the year, according to a company spokesman.

• Abitibi-Price has begun **conversion of one of three newsprint machines** at its Alma, Quebec, mill to make directory paper. Estimated annual capacity of the machine being converted is 65,000 metric tons [presstime, April 1985, p. 56].

• Bowater Inc. announced it will construct **additional waste water storage** at its Catawba, S.C., newsprint mill to keep the plant in full operation. The company had said previously that operations might have to be curtailed because of water shortages arising from this year's drought. The additional waste water storage facility will cost an estimated $4.5 million.

• James River Corp. and its 95-percent-owned Crown Zellerbach Corp. subsidiary have **approved a merger** in which CZ will become a wholly owned subsidiary of James River [presstime, June 1986, p. 77].

North American ports reopen; pact rejected in New Orleans

A three-day strike by the International Longshoremen's Association ended Oct. 3 when management groups at North Atlantic ports agreed to extend the recently expired contract until Nov. 17 and to continue negotiations. The strike closed ports from Maine to Virginia threatening shipments of many goods, including newsprint.

Meanwhile, longshoremen in New Orleans reached a tentative agreement with shipping companies and dock operators. The port had been shut down for nearly five days because of a strike. Settlements were reached at West Gulf ports and tentatively at Mobile, Ala. [presstime, April 1986, p. 52]. □

Reagan signing ends New England rail strike

President Reagan signed legislation Sept. 30 to end a strike by the Brotherhood of Maintenance of Way Employees against two New England railroads—the Maine Central and the Portland Terminal.

Guilford Transportation Industries, parent company of the railroads, has challenged the constitutionality of the legislation in federal court. Members of the BMWE had been on strike since March 3 [presstime, Oct. 1986, p. 64]. □

Greyhound may sell bus operations

Greyhound Corp. said it will sell its bus operations unless it wins substantial concessions from the Amalgamated Transit Union.

The parties' contract expired Oct. 31. Several parties have been contacted as possible buyers [presstime, July 1986, p. 78]. □

Merger denied

The Interstate Commerce Commission denied the merger of the Santa Fe and Southern Pacific railroads on grounds that the anti-competitive effects would outweigh public benefits. Santa Fe Southern Pacific Corp. said it will ask the ICC to reconsider [presstime, Nov. 1985, p. 62]. □

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Experts see prolonged period of mergers, acquisitions

Mergers and acquisitions of newspapers will continue at a rapid rate through this century and into the next, a group of prospective investors was told at a blue-ribbon conference in New York City in October.

Other media properties, including television and radio stations, cable TV, book publishers and trade journals, also will continue to go on the block to be joined with or bought by other companies, according to one of the masters of merger, Christopher I.H.M. Shaw.

Titled "Mergers and Acquisitions in the Media and Communications Industries," the two-day seminar was attended by about 60 financial representatives of various firms at the posh Westbury Hotel.

Those attending represented a wide variety of companies, including magazine, book and newspaper publishing companies, banks, credit corporations, accounting firms and trusts. Shaw and two other speakers noted that virtually all of those in attendance were interested in acquiring media properties rather than selling any they already owned.

It was a meeting at which experts took prospective investors through every step of the acquisition process—how to find the newspaper or other media property of one's dreams, how to finance it and what to do after closing the deal.

The United States contains 35,144 media entities of many descriptions, Shaw said, and they are owned by 3,400 corporations that are continually buying and selling.

Shaw's definition of media entities includes daily and weekly newspapers; shoppers and pennysavers; consumer, trade and scholarly magazines; broadcast stations and cable TV systems; book publishers; and database companies. He said his list does not include some 3,156 newsletters and "other fringe publications."

"So there are enough mergers and acquisitions going on to keep everybody here busy well into the next century," Shaw told the audience.

As chairman of Henry Ansbacher Inc., he has negotiated more than 120 media transactions, including such recent sales as the Louisville newspapers by the Bingham family to Gannett Co. for $300 million, and the New Haven newspapers by the Jackson family to Ingersoll Publications for $170 to $200 million.

Asking rhetorically where all the merging, buying and selling might end, Shaw quoted a client as saying that by the year 2000, all U.S. media might be in the hands of about six conglomerates.

Another speaker, I. Kendrick Noble, took issue with that assessment. Noble, a senior media industry analyst at Paine-Webber Inc., said the constant buying and selling of media properties has resulted in new media entities being formed, with the result that more exist now than ever before.

At the same time, Noble suggested that the *largest* of the media properties may be owned by a half-dozen huge companies by the end of this century.

Shaw said there is a pattern that family dynasties usually follow when they sell their newspapers and other media properties. The individual components are invariably worth more than the whole, and family members come to recognize this. The family-owned company usually pays low dividends, and family members who are not part of the operation become dissatisfied, Shaw said.

"The four or five family members who are running the company often adopt the position that the outsiders can 'Get lost.'" Shaw said. The result is a family dispute—"a fundamental divergence of interest between family members." This results in selling the property and dividing the proceeds.

As an example, he cited Sallie Bingham, who was drawing $300,000 in annual dividends on her shares of the Louisville newspaper publishing company. With the sale, she ended up with $84 million, Shaw said.

But the buyer also gets rich, he added. A daily monopoly newspaper with 15-percent operating profit can be made to yield higher gross revenue and a 40-percent profit within two years, he said. This is achieved, Shaw explained, by doing things the former owner had neglected to do—cutting unnecessary expenses, raising prices both in advertising and circulation, and in general operating a more efficient company.

A buyer should judge how high he can go on a purchase price by figuring he can pay a total price for the paper of 6 to 10 times the annual operating profit, Shaw said. But the buyer should figure the operating profit on the basis of the 40-percent return expected after two years of streamlining the paper's operations.

Jeffrey E. Epstein, vice president in the Mergers and Acquisitions Department of First Boston Corp., said three criteria count in buying a paper: Is it the right company? Is it the right time to buy it? Is the price too high? "The first two far outweigh the third," Epstein said. "If you meet the first two, you can't pay too much."

Shaw, who makes a commission on each merger or acquisition he completes, joked that media owner Joseph Albritton once told him: "You'll never be happy till you sell everything into one big company and then retire."

The Henry Ansbacher chairman said that depending on reaction to the first mergers-and-acquisitions conference, others may be held. The conference was arranged and managed by Executive Enterprises Inc., which conducts business seminars throughout the country.

—Gene Goltz

National salary survey to be conducted

Planning has begun for an annual, nationwide survey of newspaper wages and salaries.

Representatives of newspaper trade associations met Oct. 1 at The Newspaper Center in Reston, Va., and formed a working committee to design the survey, which will be administered by the Inland Daily Press Association. Inland currently conducts a wage-and-salary survey, but only about 300 newspapers participate.

At the meeting, ANPA Senior Vice President Thomas C. Fichter said a comprehensive survey is needed because newspaper benefit managers currently are asked to participate in about a dozen salary studies, some conducted by individual newspapers. This "overload" is resulting in low response rates, he said.

The committee is made up of representatives of ANPA, Inland, the American Society of Newspaper Editors, International Newspaper Advertising and Marketing Executives, International Newspaper Financial Executives, and Gannett Co. □

Globe-Democrat asks for help; Worcester newspapers sold

BUSINESS ROUND-UP

The Missouri Industrial Development Board is considering a request by the St. Louis Globe-Democrat that the board issue a $15-million revenue bond to enable the newspaper to buy printing presses and thus continue operating.

Linda Whitehcart, public relations director for the board, said in late October the panel will decide on the first segment of the bonds, $2.4 million, after it receives a detailed appraisal of the Globe-Democrat's assets and completes a routine financial investigation. The balance could be approved later after further deliberations, she said.

William E. Franke, co-owner of the Globe-Democrat, said in September he had invested $6.5 million in the newspaper, and his partner, Publisher John B. Prentis, had contributed nearly $1 million. If new funding is not found, the paper may have to close, Franke said, because it had lost $120,000 a week since resuming publication under their new ownership Jan. 27.

Industrial development funds have been available for years in many states to help businesses, including newspapers, in such matters as new plant construction [presstime, Oct. 1979, p. 5]. The money usually emanates from insured revenue bonds. No state money is involved. The borrower finds buyers for the bonds and uses future revenue to pay back the principle and interest. Terms usually run from 15 to 25 years but can extend to as long as 40 years. Interest rates generally run about 2-percent below the prevailing market rate.

In other newspaper-business developments:

Also in **St. Louis**, the Pulitzer Publishing Co., publisher of the Post-Dispatch, announced it has bought back 43 percent of its stock from dissident stockholders. The $185-million purchase ends litigation between the Pulitzer and Quesada families and Alfred J. Taubman. Taubman, a Michigan businessman who once owned 20.6 percent of the stock, has abandoned a proposal to buy the entire company for $625 million.

• In **Worcester, Mass.,** it was announced that Chronicle Publishing Co. of San Francisco had agreed to purchase the Worcester Telegram (morning, circulation 56,648), The Evening Gazette (82,177) and the Sunday Telegram (127,145). The purchase also included three smaller dailies in Massachusetts—the Marlboro Enterprise, the Hudson Daily Sun and The Daily Item in Clinton—plus 12 weeklies and commercial printing facilities owned by Beacon Communications, a subsidiary of Worcester Telegram & Gazette Inc.

The purchase price was not announced, but analysts estimated it at about $200 million.

Richard C. Steele, Telegram & Gazette president and chairman, said the owners, members of the Booth and Stoddard families, decided to sell because no younger family members had expressed an interest in carrying on the business. As part of the agreement, Steele will stay on to manage the Gazette for three years. The new owners agreed to maintain "present policies and personnel practices," Steele said.

ANPA helps plan for Constitution's bicentennial

ANPA is involved in planning for the celebration of the bicentennial of the U.S. Constitution in 1987.

Jerry W. Friedheim, ANPA executive vice president, will serve as vice chairman of the newly formed Media Advisory Committee to the Commission on the Bicentennial of the U.S. Constitution. The Oct. 8 announcement was made by former U.S. Chief Justice Warren E. Burger, chairman of the commission.

ANPA Foundation is planning several projects in conjunction with the observance. Within the next year it will:

• Publish a Newspaper in Education curriculum on the bicentennial.

• Make available a series of articles titled "Constitution Corner" and materials relating to American Bar Association TV programs on the Constitution.

• Coordinate a school-based "Celebration of Citizenship" next September.

The Monroe Evening News

INSIDE

Utilities lobbying

Launchings sought

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IJE report shows progress in hiring minority journalists

The campaign to hire minority journalists "is finally showing some dramatic results," according to a new report by the Institute for Journalism Education.

The report, based on a survey of more than 300 managing editors, said that in 1985, 17 percent of entry-level journalists hired by U.S. dailies were minorities.

In addition, the study found that minorities comprised 9 percent of "directing editors" hired in 1985—defined as editors with other editors reporting to them.

However, the report cautioned that the survey measured only hiring, not promotion. And as indicated by its title, "Musical Chairs," the report noted that high turnover has erased some hiring gains.

IJE, which operates three major training programs for minorities [presstime, May 1986, p. 28], released the report during the Oct. 21-24 convention in Cincinnati of the Associated Press Managing Editors.

"This study shows that when editors get serious about minority hiring they get results," said IJE President Ellis Cose.

But he cautioned that "it is on the battleground of retention that the struggle for full parity in the industry will be won or lost." □

Recent acquisitions

Park Communications Inc. of Ithaca, N.Y., acquired The Daily Pioneer, Bemidji, Minn., circulation 7,458.

Edwards Publications of Knoxville, Iowa, is acquiring two Iowa dailies from Cedar Rapids [Iowa] Gazette Co.: the Cherokee Daily Times, circulation 3,398, and The Daily Reporter, Spencer, circulation 3,622. □

Corrections

Three numbers were inadvertently dropped from the first chart accompanying the October Special Report on women in the newspaper business. The missing numbers, for the category of "Editor" published on p. 32, are as follows: male, 472; female, 78; percentage of editors who are female, 14.

There was also a typographical error on p. 33 concerning a 1985 survey on women in newsroom management. The statement that "fewer than 10 percent of 'directing editors'" were women should have read "fewer than 12 percent."

Presstime regrets the errors. □

Suzanne Kreiter, The Boston Globe

Job applicant Darlene Gee looks over the bulletin board at the Minorities in Newspapers Job Conference. Sponsored by the industry-wide Task Force on Minorities in the Newspaper Business and by the American Society of Newspaper Editors, the Oct. 16-18 job fair in Boston drew a record 400 people, including more than 250 applicants and recruiters from 96 companies.

Giago plans Indian weeklies

A leader in American Indian journalism is planning to start a dozen weekly newspapers for Indians—and then sell them to local Indians as the papers become profitable.

He is Tim A. Giago Jr., founder, publisher and editor of the largest independently owned Indian weekly in the United States—The Lakota [S.D.] Times—and first president of the Native American Press Association [presstime, Aug. 1986, p. 35].

The new venture is named Native American Publishing Inc.

Joining Giago in it is Gerald Garcia, president and publisher of the Bryan-College Station [Texas] Eagle.

According to Giago, the plan is to establish an Indian-owned weekly in each of the 12 areas into which the country is divided by the federal government's Bureau of Indian Affairs.

The first paper the new corporation will start will be The Red Lake Times on the 5,000-member reservation in Minnesota of the Red Lake Band of Chippewa Indians.

Establishing Indian newspapers independent of tribal government is essential to maintaining press freedom, said Giago, who noted that tribal papers are often the first things cut when money is short. □

Simonson named to top NNA staff position

David C. Simonson has been named executive vice president of the National Newspaper Association.

He is former president and publisher of Pioneer Press, a group of 40 weeklies in the Chicago metropolitan area with a combined circulation of more than 220,000. He was president of Suburban Newspapers of America in 1984.

Simonson succeeds W. Melvin Street, who is retiring, as head of the NNA staff.

The organization, which has headquarters in Washington, D.C., has membership of about 5,000 weekly and primarily small daily newspapers.

Simonson's appointment was announced at the association's 101st annual Convention & Trade Show in Nashville Sept. 24-27.

NNA officers elected during the Sept. 24-27 convention were: President Richard A. Nafsinger, president of Eagle Newspapers Inc. and publisher of the Hood River [Ore.] News; Vice President Webster Hawkins, publisher of the Osawatomie [Kan.] Graphic; and Treasurer Thomas F. Bradlee, publisher of the Cecil Whig of Elkton, Md. □

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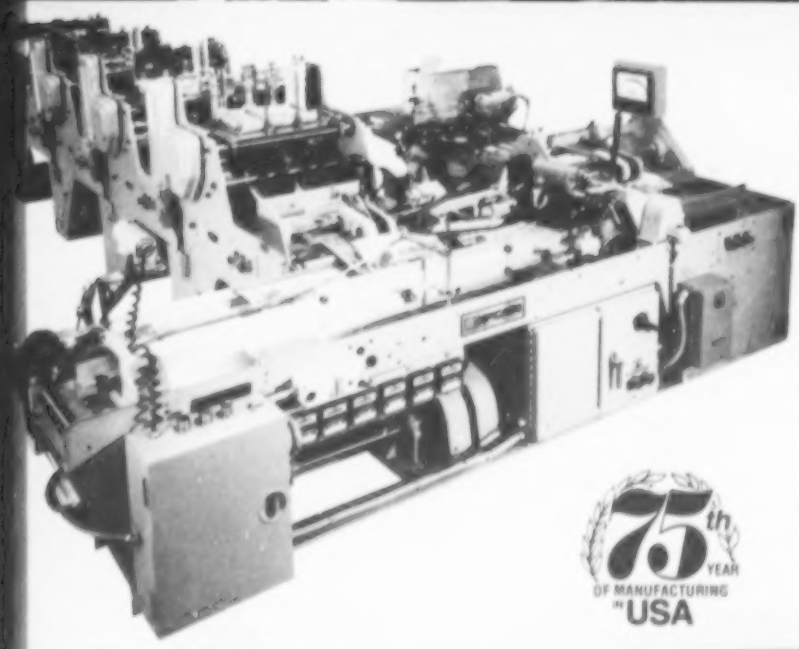
Bend, Oregon



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ANPA Calendar

NOVEMBER

ANPA Strategic Human Resource Planning Workshop
Crystal Gateway Marriott, Arlington, Va., Nov. 5-7

ANPA Convention Arrangements Committee meeting
Times Mirror Co. offices, New York City, Nov. 7

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Nov. 10-14

ANPA/Newspaper Advertising Bureau—Audit Bureau of Circulations Liaison Committee meeting
The Waldorf-Astoria, New York City, Nov. 11-12

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 12

Management Skills for Newspaper Promotion Workshop sponsored by ANPA and the International Newspaper Promotion Association
Hyatt Sarasota, Sarasota, Fla., Nov. 17-19

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 17-21

ANPA Telecommunications Seminar: Connections 1986: New Tools for Managing Telecommunications
Vista International Hotel, Washington, D.C., Nov. 18-19

DECEMBER

pressTime Advisory Committee meeting
The Hearst Corp., New York City, Dec. 2

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 4

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 4-5

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Regency Austin, Austin, Texas, Dec. 8-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 8-12

ANPA Technical Exposition and Conference Arrangements Committee meeting
Dallas-Fort Worth Airport Marriott, Dec. 11

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 5-9

ANPA Labor and Personnel Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11-13

ANPA Convention Arrangements Committee meeting
Times Mirror Co. offices, New York City, Jan. 13

ANPA Technical Committee and Technical Exposition and Conference Arrangements Committee meetings
The Newspaper Center, Reston, Va., Jan. 13-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

ANPA Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Sir Francis Drake Hotel, San Francisco, Jan. 26-28

ANPA Board of Directors meeting
Century Plaza Hotel, Los Angeles, Jan. 27-28

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

Newspaper Executives Marketing Seminar sponsored by ANPA and INPA
The Houstonian, Houston, Feb. 8-14

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Discount air fares available for attending newspaper meetings

Employees of ANPA-member newspapers are eligible for discount fares on Delta Air Lines and United Airlines when they travel to and from newspaper industry meetings.

Under the new program, a 5-percent discount is available off special fares, such as super saver, excursion or first class. Where the employee does not qualify for a special fare, a 30-percent discount is available off regular coach fares.

According to Mark Daly, ANPA director of membership development, in order to obtain the discounts two requirements must be met. First, the date and location of the meeting must be on file with the airlines. Organizations or newspapers planning meetings should contact the ANPA Membership Department so that those meetings can be put on the list, Daly said.

Second, ANPA-member newspaper employees or their travel agents must use special, toll-free telephone numbers and ANPA account numbers when making reservations. For Delta Air Lines the telephone number is (800) 241-6760; the account number is R-0210. For United Airlines the telephone number is (800) 521-4041; the account number is 651-E.

Clarification on writer of Macintosh article

In an article on personal computers in the August-September issue of APME News, Editor Will Corbin of the Times-Advocate in Escondido, Calif., implied that there may have been some "suspect" information in an earlier presstime story on the Macintosh computer.

Wrote Corbin: "Even in the newspaper industry the information can be somewhat suspect. A story in the April 1986 edition of presstime extolled the virtues of the Macintosh for publishing. Its author was a consultant for one of two Macintosh dealers mentioned in the story."

Presstime Editor James E. Donahue acknowledged that, although the situation was not exactly as Corbin described it, the criticism was warranted. The article was a free-lance piece carrying two bylines. One of the authors, Stuart Silverstone, was identified on the first page of the article as a computer/communications consultant. Silverstone says he was never a consultant for the Macintosh dealer in question; however, the dealer is one of many that refer potential buyers who want more advice about Macintosh systems to Silverstone, an expert on that equipment.

"Although the relationship Mr. Silverstone had with the dealer appears to be common in the computer industry," Donahue said, "if presstime had known about it when the story was being edited, the reference to the dealer would have been removed and a more specific identification of Mr. Silverstone would have been included. Such disclosure is our firm policy, and I regret that it was not fulfilled in this case."

Presstime® Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970: Section 3685, Title 39 United States Code)

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		Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
A	Total No. Copies (Net Press Run)	12,050	12,500
B	Paid Circulation		
	1. Sales through dealers and carriers, street vendors and counter sales	0	0
	2. Mail subscription	8,300	8,722
C	Total paid circulation	8,300	8,722
D	Free distribution by mail, carrier or other means. Samples, complimentary and other free copies	3,656	3,686
E	Total distribution	11,956	12,408
F	Copies not distributed		
	1. Office use, left over, unaccounted, spoiled after printing	94	92
	2. Return from news agents	0	0
G	Total	12,050	12,500

I certify that the statements made by me above are correct and complete. James E. Donahue, Editor

Recommends waste committee

I was glad to see your article on newspapers' potential liability for cleanup of Superfund sites in the recent (October) presstime. It is of little comfort, however, to learn that others are faced with potential Superfund liability. Donrey is involved in one such site where we are looking at a potential $17 million contingent liability.

In our situation, we have worked with other "potentially responsible parties" to set up a steering committee.

Our steering committee has hired its own engineers and has proposed its own cleanup procedures, at a cost substantially less than that proposed by the Environmental Protection Agency. The efforts of the steering committee have seemed to convince EPA of our good faith and have, thus far, staved off a Justice Department enforcement action.

Our efforts to convince EPA that the mixture of waste ink and blanket wash is non-hazardous have, thus far, fallen on deaf ears.

Despite our efforts to get off the PRP list, we have also continued to work closely with the steering committee since we believe that it is our responsibility as good corporate citizens. We have also instructed our newspaper editor to treat this as any other news story, so as to avoid an improper public appearance both within our community and at EPA.

I highly recommend the informal steering committee approach since, in the long run, we believe it will save us a considerable amount of money and will permit us greater control over the cleanup efforts. We also believe it furthers a positive corporate image that we are working to effect a cleanup, rather than avoid responsibility.

David M. Olive
Assistant general counsel
Donrey Media Group
Fort Smith, Ark.

Required reading

I read the special report, "Newspapers and Language," in the September 1986 issue of presstime.

I think it should be required reading of all journalism students.

Thanks for printing the report.

Ray Newton
Assistant dean
Northern Arizona University
Flagstaff

Jere Warren, Fort Lauderdale News and Sun Sentinel

South Florida public schools are displaying posters of this drawing that appeared originally on the front page of the Fort Lauderdale News and Sun-Sentinel Lifestyle section.

Newspaper numbers

140,979,000—number of dollars General Motors Corp. spent in 1985 to advertise in newspapers—the highest amount among national advertisers, according to Media Records.

37—estimated percentage of adults ages 21-25 able to summarize the main argument from a lengthy newspaper column, according to the National Assessment of Educational Progress.

18 million—number of copies of non-subscriber mailings newspapers make each week, as estimated by the Newspaper Advertising Bureau. This represents about 1.7 percent of all third-class volume.

It was distinctively a boo-boo

Typos do not all come from the editorial departments of newspapers. Public relations folks can goof, too.

Consider the case of Regan Communications, PR firm for The Boston Herald. On Sept. 29, it sent a letter to about 20 publications, and the opening paragraph trumpeted the paper's "amazing battle from near distinction to a profit-making daily."

"Near extinction" was what had been intended, of course.

Dean A. Miller, The Pueblo Chieftain

The Pueblo (Colo.) Chieftain built a 30-foot-tall tree of newspapers to recognize National Newspaper Week Oct. 5-11 and International Newspaper Carrier Day Oct. 11. Marketing Manager Jim Campbell sits atop the 7.5-ton creation made from 52,325 "overs"—roughly the paper's daily circulation. It took 15 hours to build.

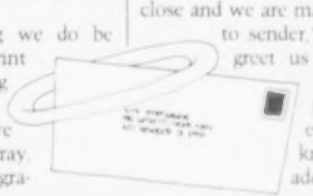
And may your letters arrive on time

The annual National Postal Forum in Washington, D.C. gives mailers a chance to see and hear all things postal, and that can even apply to the more solemn moments.

At this year's luncheon, Monsignor Raymond J. Boland of the Washington, D.C., Roman Catholic archdiocese delivered this invocation:

"May everything we do be first class. Imprint Your own loving ZIP code upon our hearts so that we may never go astray. Provide in Your gracious providence special handling for those of us who are fragile and keep us in one piece. We have been signed, sealed, stamped and delivered in Your image and likeness, and we beg You to keep us in Your care as we go about our appointed rounds.

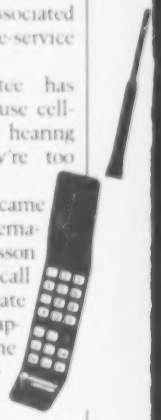
"And when our days draw to a close and we are marked 'return to sender,' be there to greet us at heaven's door so that nobody may ever say 'unknown at this address.'"



Cellular telephone breaks sound barrier on Capitol Hill

First, portable computers were banned from the press tables in congressional hearing rooms. They make a noise "like a pig oinking," says J. Michael Shanahan, chairperson of the Standing Committee of Correspondents, which has jurisdiction over the housekeeping details associated with newspaper and wire-service coverage of Capitol Hill.

Now, the committee has asked reporters not to use cellular radiotelephones in hearing rooms. It seems they're too noisy, too.



The latest hang-up came after United Press International reporter Judi Hasson used a cellular phone to call in her story on the Senate Judiciary Committee's approval of U.S. Supreme Court nominees William H. Rehnquist and Antonin Scalia.

Anticipating that the committee's votes would occur close to the end of the p.m. cycle, and knowing that it would be "very, very difficult" to get one of the two pay telephones outside the hearing room, Hasson borrowed the portable phone from a UPI White House correspondent. "I was in the very back of the press area, and I don't think I was intrusive in any way," she says, describing herself as being "hunched down and halfway under the table" while placing the call.

Another reporter covering the hearing didn't see it that way, however, and sent a letter to the standing committee, complaining about the noise.

Shanahan, congressional correspondent and political writer for McClatchy Newspapers, says as far as he knows, Hasson is the first print correspondent to have used a cellular phone at a congressional hearing. "She showed great initiative, as far as I'm concerned," he avers.

Hasson says she plans to use a cellular phone again on a story with similar time constraints, although the next time she will go into the hall to transmit.

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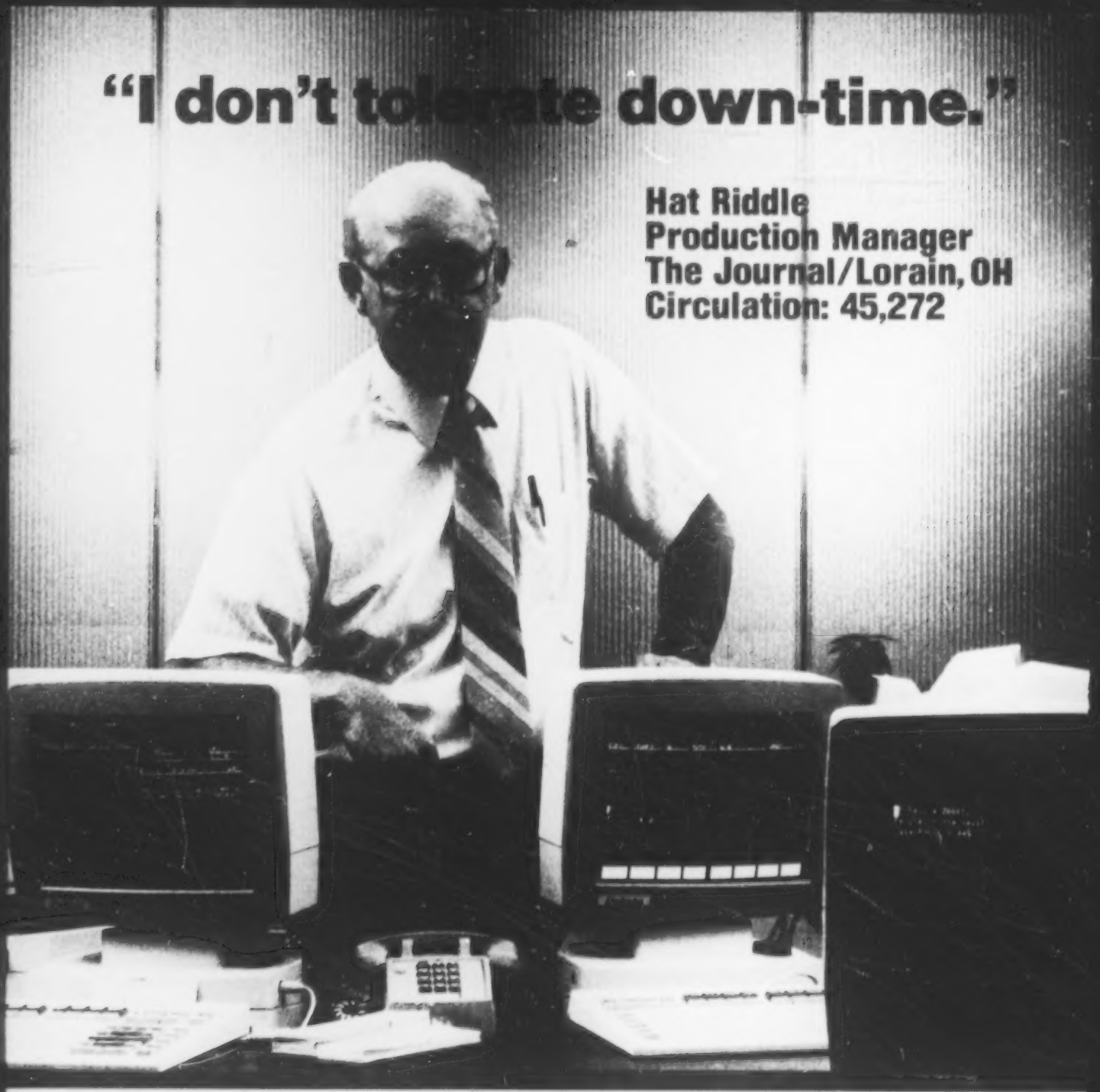

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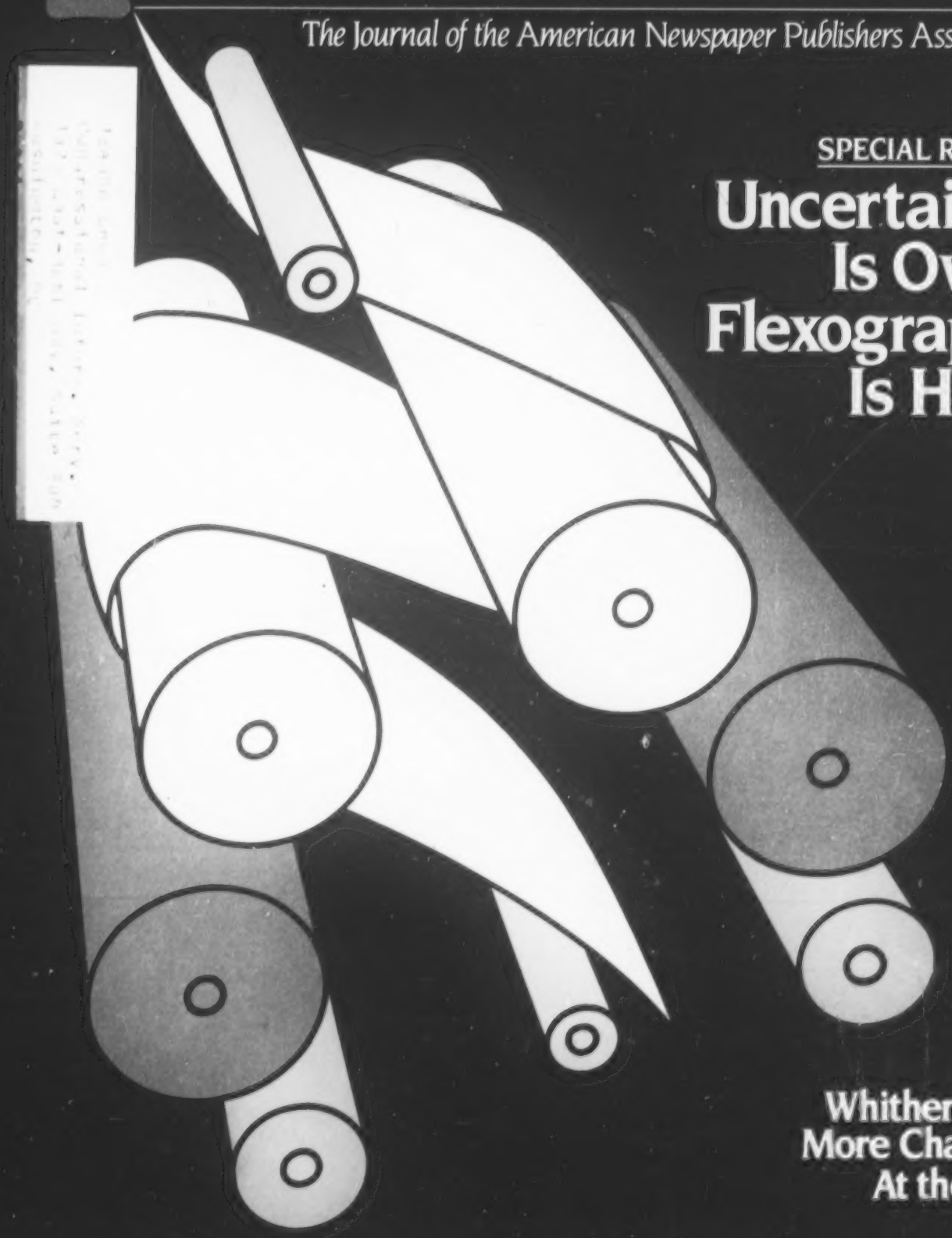

SPECIAL REPORT

Uncertainty Is Over; Flexography Is Here

Whither UPI? More Changes At the Top

Look what Simmons says about USA TODAY!

Simmons Says:
We're No. 1!
4,792,000 readers every day.
Better demos than Time, Newsweek or Sports Illustrated!

Now, look what the new Monroe Mendelsohn says about USA TODAY!

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That's nearly 1 million more than in 1985.
Monroe Mendelsohn annually surveys readers in $50,000+ households, for the USA's most prestigious publications, and their 1986 study shows that USA TODAY delivers more affluent readers than Business Week, Fortune or Forbes!

AUDIENCE

PUBLICATION	USA TODAY	FORBES	BUSINESS WEEK	FORTUNE
HOUSEHOLD INCOME $50,000+	3,606	2,546	2,522	2,282
HOUSEHOLD INCOME $100,000+	1,226	1,095	1,009	867
TOP MANAGEMENT	974	993*	883	867
OWN SECURITIES WORTH $50,000+	1,659	1,629	1,362	1,164
LIFE INSURANCE WORTH $250,000+	1,010	713	681	662

Source: MMR 1986 *Forbes may have more affluent top management readers, but we still beat them in money matters!

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Special Report *Now that flexography has proven itself to be a viable newspaper printing process, attention centers on how much of the market it can corner. Used heavily in the packaging industry, flexographic technology has been tested by U.S. daily newspapers in more than 15 locations thus far. Flexo fans point out that the presses reduce newsprint waste, use water-based inks that produce less rub-off and have numerous other advantages. Admittedly, there are still a few bugs to work out. But many observers believe there is an explosion of flexo coming.* 36

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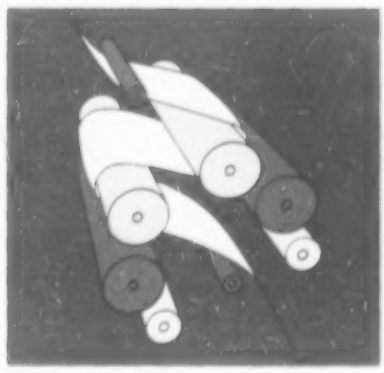

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CHAIRMAN'S CORNER

The newspaper reporter of today is indeed a professional

The U.S. Department of Labor is reviewing its 40-year-old interpretation that newspaper reporters are not "professionals" under the Fair Labor Standards Act. ("Professionals" are exempt from the act's overtime and record-keeping requirements, as are executive and administrative personnel.) This out-of-date misinterpretation should be changed!

Newspaper reporters today clearly possess all the indicia of professionalism, and ANPA has filed comments with the Labor Department in support of this position. Newspaper reporters meet both the "learned" and "creative" criteria used by the department in measuring professional status.

Alvah H. Chapman Jr.

To qualify as a "learned" professional, the department says, a person must have advanced knowledge in a field of learning "beyond high school." Statistics confirm that most newspaper reporters today have the requisite advanced study—usually degrees from excellent journalism schools. Back in 1940 there were 44 schools of journalism, today there are more than 300. Last year, 84.5 percent of first-time reporters hired by newspapers were journalism school graduates.

Those who did not attend journalism schools instead acquired a strong, liberal arts college background, which some editors prefer as a course of study for a prospective newspaper reporter.

The number of reporters hired today directly from high school is negligible—less than 1.7 percent.

The work of our modern-day newspaper—observation, analysis, evaluation and writing—is inherently "creative" and thus meets the department's other test. Both in the gathering of the news and in the writing, the reporter's enterprise is a key ingredient.

The creativity inherent in a newspaper reporter's job is quite like that of the broadcasting announcer or writer, the cartoonist, the columnist, the musician, the composer, the conductor—all jobs deemed "professional" by the Department of Labor. Newspaper reporters clearly communicate in print form what radio and TV announcers convey in voice form. This double standard is silly, arbitrary and cries out for correction. They are all professionals.

There is a world of difference between the reporter of the 1940s and the reporter of today, and it is time for labor regulations to recognize that. The academic background and duties of a reporter today could not be farther from the description of a reporter as an uneducated, manual collector of facts—yet that's how the job is described in the Department of Labor's interpretations from four decades ago.

Today, more than 30 occupations are recognized as "professionals" by the Labor Department. It is hard to reconcile that a floral designer or a dental hygienist can be recognized as professional while such recognition is denied our newspaper reporters. The department's current review provides an excellent opportunity to bring these outdated interpretations into step with current reality.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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Omaha World-Herald

UPI

As more large newspapers drop the second-biggest wire service, new management fights a crucial battle to make it 'indispensable'

BY MARGARET GENOVESE
prestime staff writer

The new president and chief operating officer of United Press International wants one year to turn the nation's struggling, second-largest wire service into something newspapers "can't do without."

In an interview in his ninth-floor office at UPI headquarters in Washington, D.C., Milton R. Benjamin said he hopes next year to be able to go to editors and publishers at renewal time as "the indispensable United Press, and not the perennial United Fund."

That task grows more formidable almost daily.

Just before Benjamin became the surprise selection to head UPI Nov. 6, the service lost The New York Times as a client, a loss estimated by some to be in the $1 million-a-year neighborhood. About a week after his appointment, the New York Daily News said it, too, was dropping the service when its contract expires in June 1987. And The Wall Street Journal said it would discontinue taking all but the UPI statistical stock quotation service after the end of this year.

This means that the wire service has lost three of the five largest-circulation U.S. daily newspapers as subscribers. On top of that, labor unrest is at a boil among the UPI staffers. [See story, p. 8.] And, finally, Benjamin faces the "Milt who?" factor—he is largely unknown in the newspaper and broadcast industries upon which his service depends for its survival.

For Benjamin there is one top-of-the-list priority that must be accomplished to deal effectively with all the service's troubles—improve the UPI report.

To effect the change, he said, UPI plans to hire experienced personnel in key editorial positions, install a new "state-of-the-art" computer system and phase in "stunning" new computerized photographic equipment.

He said UPI's new principal owner, Mario Vázquez-Raña, has the "commitment and the resources" to make the necessary improvements in UPI operations.

Benjamin also said he has "no reason to believe that there is any substance" to some allegations of impropriety surrounding the Mexican publisher [prestime, July 1986, p. 18]. A former journalist, Benjamin said he checked out the allegations before accepting the job.

New leader Benjamin sees turnaround ahead.

Benjamin, 44, becomes the fifth person to be named UPI president since the E.W. Scripps Co. sold the money-losing wire service in June 1982 for $1 to a group made up of Nashville broadcasters Douglas F. Ruhe and William E. Geissler, Illinois newspaper publisher Len R. [Rob] Small and lawyer Cordell Overgaard.

Others who have occupied the presidency have been former broadcast network executive William J. Small, former media executive Luis G. Nogales, former UPI financial advisor Raymond H. Wechsler, and former Chicago Tribune Editor Maxwell McCrohon, who had served as UPI president since August and whose resignation was announced the same day Benjamin was named.

"I think that most people would look at the number of changes that have taken place on the business side at UPI and say this has not been a well-managed business," said Benjamin. "I wouldn't disagree with that."

However, he said he does not believe the management turmoil has damaged the wire's credibility. "I believe it has raised questions about whether UPI will be around for the long haul, and I hope that our performance over the next six months will put those questions to rest."

Prior to becoming UPI president, Benjamin was president of the Washington, D.C., management consulting firm that last spring drafted a strategic plan for a UPI financial turnaround. Announcing Benjamin's appointment, Vázquez-Raña said, "I am convinced that the strategies he has developed will make UPI absolutely essential to our newspaper and broadcast clients, and will enable us to become a viable and profitable company."

The task will not be an easy one. Newspaper clients have continued to desert the service. According to the rival Associated Press, about 40 dailies have dropped UPI since Vázquez-Raña and a minority partner, Houston businessman Joe Russo, purchased the service last June for about $40 million and took it out of Chapter 11 bankruptcy proceedings.

Some departing papers cited a deterioration in the service's quality. David Hall, editor of The Denver Post, said he did not consider the UPI report "to be essential, nor did I consider it to be compelling.

"I'm not telling you that I think that it was horrid," he added. But given the fact that the newspaper receives the Asso-

ciated Press "and a plethora of other wire services," Hall said he thought the money could be better spent in areas such as expanding the newspaper's own national news gathering effort.

Neither UPI nor its departing subscribers would disclose how much those newspapers had been paying for the UPI service.

Benjamin's first out-of-town trip as UPI president was Nov. 17 to The New York Times to ask executives to reconsider their recent decision to drop the service effective Dec. 31. The defection of the Times, which became public knowledge in late October before the latest management shift at UPI, is considered a serious blow, both financially and symbolically.

Like The Denver Post, the Times said it wanted to use the money to develop its own editorial team. Following the meeting with Times officials, Benjamin said he had nothing new to report "beyond that I'm hopeful."

"Of all the ills that could have befallen them at this juncture, this [loss of the Times] was one of the worst," said UPI Newspaper Advisory Board Chairman Eugene L. Roberts, executive editor of The Philadelphia Inquirer and president of Philadelphia Newspapers Inc.

Immediate past chairman of the Advisory Board is James F. Hoge, president and publisher of the New York Daily News. His office said he did not want to answer questions concerning his newspaper's decision to drop the wire.

Although the rash of defections obviously is of great concern to UPI, Benjamin stressed the need for the service to upgrade its performance. Over the last 10 years, he said, there has been "too large a number of promises of improvement and too little performance.

"I think the performance now has to come very quickly and in a way that is persuasive, because I think that it's very important that UPI be in a position, in a year from now, to go to its clients and say, 'We hope that you are going to renew for 1988 because we are so valuable to your news organization that you can't do without us and we are worth every penny that you're paying,' and not go to them and say, 'We hope you're going to renew because it's important that there be two wire services,' and, 'Gee, competition will keep AP honest.'"

Benjamin said his "most immediate and major goal is to infuse quality into this organization."

In the last 20 years, American journalism has "improved greatly," he said. Staff members of large U.S. newspapers are better educated and many have expertise in the areas they cover. "Largely as a factor of financial constraints, I think it is indisputable that UPI has improved less over that time than its clients," he said.

Newspapers no longer face as much competition from other newspapers as they did 20 years ago, he observed. "I think there is a definite need to provide a news report to clients that is more in line with what they are looking for today than what UPI has been providing them in recent times," he said.

STAFFERS SOUGHT. Benjamin emphasized that the key to providing an improved report will be the UPI staff.

Since Vázquez-Raña assumed ownership of UPI less than six months ago, UPI's domestic editorial staff has grown from 807 to 834. (This compares with a low of 748 in the midst of bankruptcy proceedings in 1985 and 949 when the Ruhe and Geissler group purchased the wire service in 1982.)

However, an official of the Wire Service Guild, which represents most UPI employees, claimed the new hires generally have been "rookies—that is the bottom-scale people, as opposed to experienced people." Added Dan Carmichael, secretary-treasurer of the Guild local and a 16-year-veteran UPI reporter: "They have the right to do that. I question it as a business judgment."

Acknowledging that "certainly, a lot of the people that had been hired during the summer and fall were young people," Benjamin said he will be looking to add more experienced people.

Describing today's UPI staff, Benjamin said his "sense" is that it is made up largely of long-time employees "who are quite experienced and some of them absolutely first-rate and who have performed in the most dedicated way under what were obviously very tough conditions over the past several years. . . . But then you drop down to a great number of very young people who are not as experienced as I think you'd like them to be." There is a need, he said, to have "a stronger mid-level than exists," made up of people with "graduate degrees in areas of specialization who are experienced."

"I think UPI has not really been out there trying to compete for the best and the brightest" alongside other major news organizations, Benjamin commented. "I think it has to do that."

He said he will not be directly involved in hiring, except to try to bring in "some new people at the very high end of the editorial structure."

In early October, UPI announced a reorganization plan that divides the United States into 21 regions, with regional business managers and editors. Formerly, UPI had a five-division editorial structure and a centralized business administration.

Benjamin called the reorganization "a very smart move" from a business standpoint. But he said he had not had an opportunity to discuss its editorial implications with UPI's senior editorial personnel.

TECHNOLOGICAL ADVANCES. Benjamin also described plans to upgrade the technical side of UPI. Within the next year, he said, Vázquez-Raña will make an "enormous capital investment in technology," an investment he pegged at "way into seven figures."

UPI will be "totally recomputerizing" next year, he said. This month, it will announce a major computer contract, affecting both the central computer that receives copy from UPI bureaus around

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Benjamin's "most immediate and major goal is to infuse quality into this organization."

the world and distributes it to subscribers, and the computers used by its reporters and editors. He declined to name the vendor, except to say it is "one of the major computer companies."

Also this month, UPI will unveil new computer-assisted digital photographic equipment, which it will begin deploying at subscribing newspapers in 1987.

Calling the equipment "absolutely stunning," Benjamin said UPI invested heavily in the research-and-development of the technology, a product of a domestic company. According to Benjamin, this particular photographic technique is not currently used by newspapers but has been applied in the medical field. "It will blow your mind in terms of the type of color that it produces," he said.

He also said UPI will be working toward an "integrated data stream" to carry, in digital form, all of its news, photo and broadcast services. Currently, UPI uses several communications channels to transmit that information.

FINANCES, SUBSCRIBERS. Benjamin declined to provide information about UPI's anticipated revenues and losses for calendar year 1986, except to say "revenue will be less and losses will be greater" than anticipated in the disclosure statement filed with UPI creditors in conjunction with the bankrupcy proceedings. That statement projected calendar year revenues of $87.6 million and pre-tax losses of $5.3 million. Any decision on whether to make UPI's 1986 finances public will be made by Vázquez-Rañia, he said.

At an Oct. 1 meeting of the UPI Newspaper Advisory Board and a newly formed Editorial Review Committee, Vázquez-Rana said that although 110 days had elapsed since his purchase of the wire service, "only now are we getting into the reality of the income base" of the company. It was "still impossible to calculate expenses," he reportedly told the group.

According to detailed notes taken at the meeting by board member Charles Glover, editor-in-chief of Cox Newspapers, Vázquez-Rañia said he had brought in external auditors to examine the situation. Glover quoted the UPI owner as saying: "I'm not going to show you their report. If I show it to you, you would have to suffer with me."

Also according to Glover's account, Vázquez-Rañia revealed that a detailed checking of billing lists had found that in some cases UPI was billing inactive contracts and canceled contracts. He blamed "bad internal information born out of a lack of internal organization." UPI also had been paying for telephone land lines not in use, he added. Those kind of "fatal mistakes" had been cleared up, he said.

Benjamin echoed Vázquez-Rañia's complaints about internal financial information. "The system of financial information and controls that was in place here on the day that Mario Vázquez-Rañia took ownership was unlike anything that I have ever seen in a business of this size," he said. "It has been very difficult to obtain the information that you need to financially manage a company of this size in real time."

Although Benjamin declined to discuss subscriber levels, another UPI official esti-

Editor reshuffling fuels employee disgruntlement

The upheaval at UPI in November was not limited to the president's office.

At the same time the wire service got a new president, it became known that Managing Editor Ronald E. Cohen had been dismissed, triggering a four-day byline boycott by some protesting UPI staffers.

Less than three weeks later, however, Cohen was asked to return to his old job by UPI's new president, Milton R. Benjamin. That happened the same day Benjamin accepted the resignation of UPI Editor-in-Chief Malcolm K. Hughes.

Ronald E. Cohen

Hughes resigned Nov. 24 after what he described as a "disagreement" with Benjamin over "control of the newsroom and the appointments I could make." Hughes, who recently celebrated his 30th anniversary with the wire service, also said Benjamin had been "talking about bringing (in) someone with a name" as UPI's top editor. "It seems I don't have a name," he said.

Shortly after Hughes' resignation, Benjamin said he intended to "find the most talented and experienced person in the industry to become editor of UPI."

At press time, Cohen had not decided whether to accept the UPI's offer that he return.

Cohen, who left Nov. 6, said he had been told that he was "too tied to an old UPI image of being more interested in the breaking, bulletin, urgent-type news, rather than in-depth, more analytical pieces," a characterization he called "patently false."

He also said he had no clue prior to late September that there was any dissatisfaction with his work. In fact, he said, in the middle of that month, Hughes wrote a letter congratulating him on his 25 years with the wire service and saying he looked forward to "marching side-by-side with me to a new era of glory" for the wire service.

While still on the UPI payroll, Cohen wrote UPI Chairman Mario Vázquez-Rañia to inquire about his dismissal. Denying involvement in the matter, Vázquez-Rañia replied that the decision was made by the "highest level of editorial management" and that his "way of doing business was to let his managers manage," Cohen said.

"The whole thing is fuzzy enough," he added, "that I'm just not convinced who was behind this and why it happened."

On the other hand, former UPI Foreign Editor Sylvana Foa flatly said she was fired in September because she "crossed horns" with Vázquez-Rañia, who is Mexican, over staffing of UPI's Mexico City bureau. Prior to leaving UPI, Hughes denied that charge.

In the wake of Cohen's firing, Dan Carmichael, secretary-treasurer of the Wire Service Guild, characterized staff morale as "horrendous." After the Hughes resignation, he said the description "remains operative." He called Hughes' resignation "another blow to the workforce . . . a workforce that has suffered one blow after another for the past three years."

Meanwhile, the union has threatened to bring UPI's owners to court on contempt charges over money it says is still owed some employees under the agreement under which UPI emerged from bankruptcy.

—Margaret Genovese

mated that UPI had "close to 600" U.S. daily newspaper subscribers, 2,300 U.S. broadcast subscribers, and 875 non-media subscribers in the United States.

The Associated Press, of course, constantly monitors its rival, and according to AP Assistant General Manager Kelly Smith Tunney, 30 newspapers dropped UPI service and began AP service between July and mid-October. Another eight that had been subscribing to both wire services dropped UPI service during that period. As of mid-October, 122 newspapers subscribed to both full news services, Tunney said, adding that AP has 1,365 member newspapers.

Also in the financial area, Benjamin said he placed an "immediate and very high priority" on determining how much various information products sold by UPI cost to produce. "The prices that we've put on various wires do not reflect a very good understanding of what it costs us to produce those," he said.

Benjamin said UPI would remain a "ubiquitous," full-service wire. While it will continue its effort to be first with breaking news, the service, he said, would give more attention to what he called "high-value" information—the kind of comprehensive, in-depth stories provided by supplemental wire services. UPI has the advantage, he said, of being able to provide this kind of information from more places and about more subjects than any of the so-called supplementals.

CONTACTS, CREDENTIALS. As Benjamin began the process of visiting UPI subscribers around the country, he acknowledged that he is not well-known among newspaper editors, although he has developed contacts with newspaper publishers. Benjamin was assistant to Katharine Graham, chairman of The Washington Post Co., while she served as ANPA chairman and president in 1980-82. He served as chairman of ANPA's telecommunications public policy group.

Also at the Post, he was a national affairs reporter, deputy metropolitan and foreign editor. Prior to that, he was a foreign editor at Newsweek and a roving foreign correspondent for the Voice of America. He also was Washington bureau chief for The Boston Herald Traveler (predecessor of The Boston Herald) and worked for UPI for four years as a reporter and editor in its Boston and Washington bureaus. He began his news career with The Springfield (Mass.) Union.

He left the Post in 1984 to go into consulting, first with Gray & Co. in Washington, then starting his own firm—Anderson, Benjamin, Read & Haney, Inc. Benjamin will continue as a director of the firm and said he is sure he will want to rejoin it "at some point in the future."

While Vázquez-Raña maintains "a very great interest" in seeing UPI become a viable and profitable company, Benjamin said the Mexican owner has a newspaper publishing business in Mexico that takes up his time, and he will be occupied with his duties having to do with the 1988 Olympics. Vázquez-Raña is president of the Association of National Olympic Committees.

"In terms of operating the company and taking the steps necessary to rebuild its relationship with its clients and beginning improvements in quality, I have complete authority over that," Benjamin said.

In a letter to subscribers immediately after assuming the position, Benjamin asked them to "give us 1987 to earn our place in your newsroom."

Borrowing a line from Chrysler Corp. Chairman Lee A. Iacocca, who reversed the sagging financial fortunes of that auto manufacturer, Benjamin said UPI expects to be in a position by next Thanksgiving to declare: "If you can find a better news service, buy it." □

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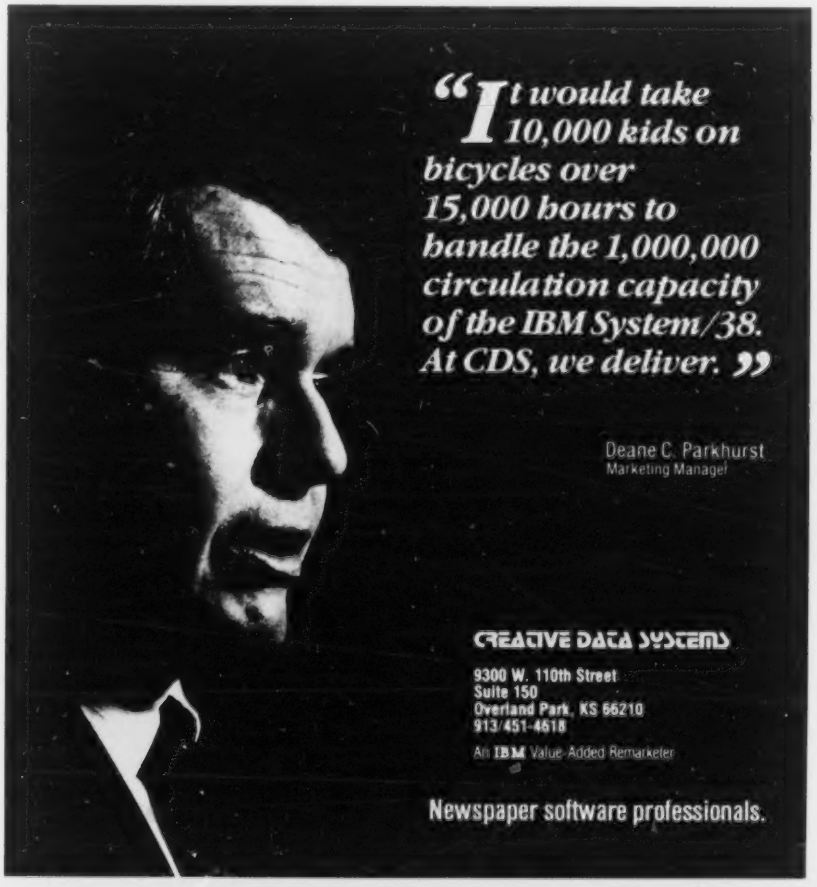
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PART 2s

More newspapers follow The New York Times' lead and produce high-quality, profitable Sunday magazine spinoffs

BY MARCIA RUTH
presstime staff writer

At the height of World War II, when Paris designers could not hold their annual shows, The New York Times joined U.S. fashion leaders in staging alternative shows in New York City.

Coverage of such events began as "Fashions of the Times" articles in the Times' weekday pages and Sunday magazine. Then in 1950, an expanded version moved to a free-standing section of the Sunday magazine called a "Part 2."

Today, 17 such Part 2s account for about one-fourth of the number of issues of The New York Times Magazine published each year, as well as about one-fourth of the magazine's advertising pages.

And a few other dailies have also started Part 2s.

Editorially, Part 2s are "an expansion of the areas we already cover well," says The New York Times Magazine's advertising manager, Barbara J. Litrell.

What is new is the advertising dollars they generate. In the most recently added Part 2—The Good Health Magazine, published last Sept. 28—about 80 percent of the ads were "new business," Litrell says.

Good Health is now on a semiannual publication schedule, as are these other Times Part 2s: Fashions of the Times, Men's Fashions of the Times, The Sophisticated Traveler, Home Design, Home Entertaining and The World of New York. Published three times a year is The Business World.

For a long time, the Times magazine has been considered in a class by itself. Far and away the leader among newspaper magazines in attracting national advertising, it has consistently led the field in the overall number of advertising pages. In 1985, it also emerged for the first time with more ad pages—4,360—than *any* weekly magazine, according to the magazine industry's Leading National Advertisers, which measures advertising.

Although many newspapers use their Sunday magazines to highlight a particular subject and attract related advertising, printing separate magazines on a single topic is a relatively new phenomenon.

"We saw The New York Times doing it and thought—at least in fashion and travel—'If it works in New York, why not in Chicago?'" says John A. Churchill, advertising manager of the Chicago Tribune's Sunday magazine.

In 1984, the Tribune started with two Part 2s, then went to five in 1985 and 1986. Planned to continue yearly are spring and fall issues for both fashion and travel, as well as a home furnishings Part 2 that was inaugurated this year. In 1985, the Tribune had another second section of the magazine, "24 Hours in Chicago," sponsored by a single advertiser, a department store.

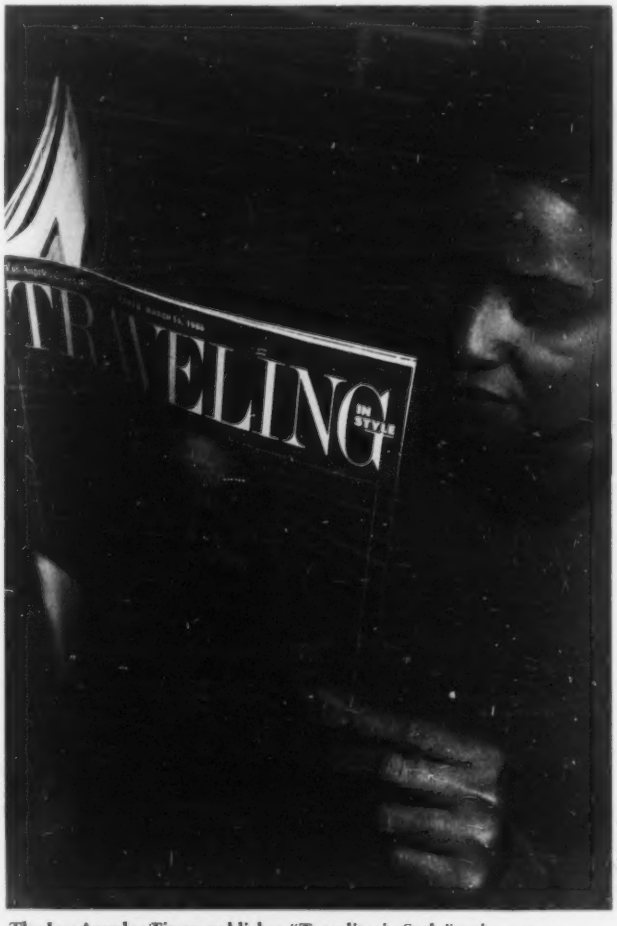
"I don't know if we'll keep adding one every year forever," says Churchill, "but that seems to be the track we are on."

In the past three years, the Los Angeles Times has also launched a combination of regular Part 2s and issues wrapped around a particular event.

Three years ago, the Times began the twice yearly "Traveling in Style," which was "downsized" along with the regular Sunday magazine last year [presstime, April 1986, p. 12].

This year, one special Part 2—the Sept. 21 "Center Stage" publication—focused solely on the opening of the Orange County Performing Arts Center.

Another newspaper that has joined the trend is The Boston Globe, which now has seven regular Part 2s plus an occa-



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The Los Angeles Times publishes "Traveling in Style" twice a year.

sional special issue, such as the one published Aug. 31 commemorating the 350th anniversary of Harvard University.

For some papers, Part 2s allow experimentation with new approaches without going out on a limb every Sunday. "We will try something in a Part 2 we would not try in the regular magazine," says Churchill. For example, pleased with the full-bleed color and different trim of its latest Part 2s, the Tribune plans to move to adopt that new look for the regular Sunday magazine early next year, he says.

Other papers, such as the Providence Sunday Journal, offer a modified Part 2—a pull-out, themed section that is tucked inside the regular Sunday magazine. "What we do is run two covers essentially," says Advertising Manager Robert F. Pyper. "It is more practical for us to do it this way than run two separate books."

In 1985, The Globe and Mail in Toronto chose another path: publishing specialized magazines without a general one—essentially, Part 2s without a Part 1—on Friday as a "weekend" magazine.

The newspaper currently publishes a monthly magazine covering business and "what to do and where to go" in Toronto,

"We saw The New York Times doing it and thought . . . 'why not in Chicago?' "

as well as a quarterly travel magazine, says Marketing Director Mike Soliman. These magazines are distributed as part of the Sunday paper, and Soliman says he hopes eventually to broaden the offerings and to step up the frequency to weekly.

Newspapers with Part 2s regard them as successful, but some say it is hard to pin down their financial impact.

At the Chicago Tribune, the five Part 2s account for 8.8 percent of the total number of Sunday magazines published annually (57). And they bring in 12.5 percent of the Sunday magazine revenue.

At The Boston Globe, with its seven regular Part 2s plus some special issues, the revenue figure is closer to 6 percent, says Display Advertising Manager Oliver Rodman. More importantly, the Part 2s "bring new people (advertisers) into the magazine," says Rodman, and on occasion they also bring advertisers into other parts of the paper. The important thing with new accounts, he says, is that it is "not switch business but new business."

The Los Angeles Times does not divulge revenue figures, but with 254 pages, including 161 pages of ads and 385 different ads, last September's "Center Stage" issue was the paper's largest magazine.

At The Globe and Mail, success is measured on two fronts—ad revenue and circulation, says Soliman. For example, when a Friday paper contains a specialized magazine, single-copy sales go up 18,000 to 22,000, he says. "If I can keep 2 to 3 percent (as regular readers), it's a wonderful way to build circulation."

So far, there is agreement that the most viable subjects are fashion, travel, business and a focus on the city where the newspaper is published.

What remains to be seen is whether the move to specialized Part 2s is only an option for the largest papers, or whether others will join the trend. □

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Long Ago, Carriers Also Delivered Special Holiday Greetings

BY KAY MAGOWAN

Nowadays mention holiday customs around a newspaper office and people will probably think you're referring to the newest staffers getting stuck with the worst hours, having to sit at the same table with the editor at the Christmas party, getting cookie crumbs in your VDT, or turning down a bottle of booze because it's against the ethics code.

But a couple of centuries ago, a more pleasant—and now long-forgotten—newspaper holiday custom was just getting started.

Remnants of the custom still exist in the form of the calendars or cards some carriers give to subscribers during the holiday season. But from the mid-1700s to the early 1900s, these greetings were much more original. Called "carriers' addresses," they usually were in verse form and often were elaborately printed.

Called "carriers' addresses," they usually were in verse form and often were elaborately printed.

The addresses generally were designed to thank customers for their patronage and to solicit a tip. Their contents varied, but the important news events of the year often were summarized.

These newspaper relics, filled with timely and timeless bits of wit and wisdom, appear quaint by today's standards. Consider this excerpt from the New York Sunday Press address in 1861:

"Our pleasure and duty alike we have found,
As the year was running its twelve months round,
In furnishing freely to sex and age
Spread skillfully out on the printed page,
A record true, from week to week,
Of all that the mail or wire could speak.
The deeds of a thousand million hands
In a dozen of zones and a hundred of lands,
Fun, politics, roguery, war and peace,
Loves, mysteries, murders that never cease
While the pulse of humanity burns and beats
Through the country's lanes and the city's streets.
We have talked of the sick, the dying, the dead,
The nursery and the bridal bed,
The liveried lackeys of royal courts,
The men of the people in rows and sports,
How Julia ran off with her father's groom,
And Nell punched her husband's head with a broom,
How cities fell amid war's fierce din,
While conquering armies thundered in,
And how Timothy died from the prick of a pin."

Because the addresses, like newspapers, usually were discarded after reading, most of the ones that still exist are in the rare collections of libraries and historical societies across the country.

In one sample of nearly 100 addresses from various libraries around the country, the oldest was from the Pennsylvania Gazette of Philadelphia in 1748 and the newest from The Daily News of Batavia, N.Y., in 1904. Sizes ranged from single-page handbills to eight-page pamphlets. The shortest was 12 lines, but several of the poems ran more than 200 lines.

Early addresses were quite plain, but in the 1800s, the heyday of the carriers' addresses, fancy borders and color were added as the annual greetings became more and more elaborate. Broadsheets, 12

Selections from Broadside Collection, Brown University Hay Library; photos by Madaline Friz

Magowan worked as a copy editor and assistant news editor for daily newspapers for 14 years before becoming an assistant professor in 1983 in the Department of Mass Communication at the University of Wisconsin, Milwaukee.

inches by 18 inches or larger, were favored for a time, but pamphlets became popular in the 1850s. Near the end of the century, some papers started adding calendars and others produced almanacs instead of verses. These variances seemed to signal the end of the poetic practice.

Most carriers' addresses were not signed, so their authorship remains a mystery. Carriers, of course, wrote some. Others were the work of reporters, editors and anonymous local poets. A few were credited to widely known authors such as John Greenleaf Whittier, Alfred Lord Tennyson, James Whitcomb Riley and Nathaniel Hawthorne.

Many of the poems sounded like the famous letter carriers' credo and told how the newspaper carriers shivered through the cold winters, splish-splashed through the spring rains, sweated through the summer heat, and sludged through the mud and muck of autumn's tempests. But in the 1784 address from the Pennsylvania Gazette the carrier offered an apology to the reader:

"'Twas wrong indeed to wear out shoes,
To bring you nothing but bad news"

Many addresses eschewed the lighthearted for more sober reflections on subjects such as war, peace and freedom as, for example, this 1820 Erie (Pa.) Reflector poem:

"We have no news from Europe's shore,
'Tis the same tale, told o'er and o'er,
That men are born for slaves;
Imperial crime o'er kindred souls,
The tide of blood and ruin rolls,
And Death's dark banner waves."

Or, from the 1773 Pennsylvania Gazette, this poignant reflection:

"Each fam'd Revolution we find is no more,
Than a dull Repetition of what went
before."

Comments on the events of the year weren't just from the big-city dailies. For example, in 1875 a Grasshopper Falls, Kan., carrier for the Grasshopper and New Era newspaper included the following verse in his holiday greeting:

"This year, from his arduous labors, has
gone
The Afric (sic) explorer—the great
Livingstone.
His work was so noble all nations may
claim
A part in his conquests, a pride in his
name."

Under the "issues haven't changed much in 100 years" category come these verses from The Emporia (Kan.) News of 1870:

"A word perhaps is not amiss,
Its stand is true and strong
That Woman's Right is to do right,
But never to do wrong.

And in her right to help herself
By work or hand or pen,
And in her right to equal pay,
For equal work, with men."

Politicians took their lumps in the addresses, as in this from The Oregonian of Portland, 1852:

"Had I a muse I here would sing
Some great exploits of colonel King,
A rara avis of his class—
A perfect legislative ass."

Or, from The New York Daily Advertiser, 1828:

"Our Aldermen, that goodly corps,
(Not merely meant to eat and snore),
Drawn from the wards in comely pairs,
To arrange the city's deep affairs
Draw from the people mints of cash,
And lav it out in feasts and trash."

Some addresses brought up strictly regional issues. The 1871 address from the Central City (Colo.) Register explains the local antipathy toward Eastern miners brought in to work worthless mines.:

"The swindled Eastern payer sends
To work this barren hole,
Some first-class nincompoop who lacks
Conscience, sense or soul.

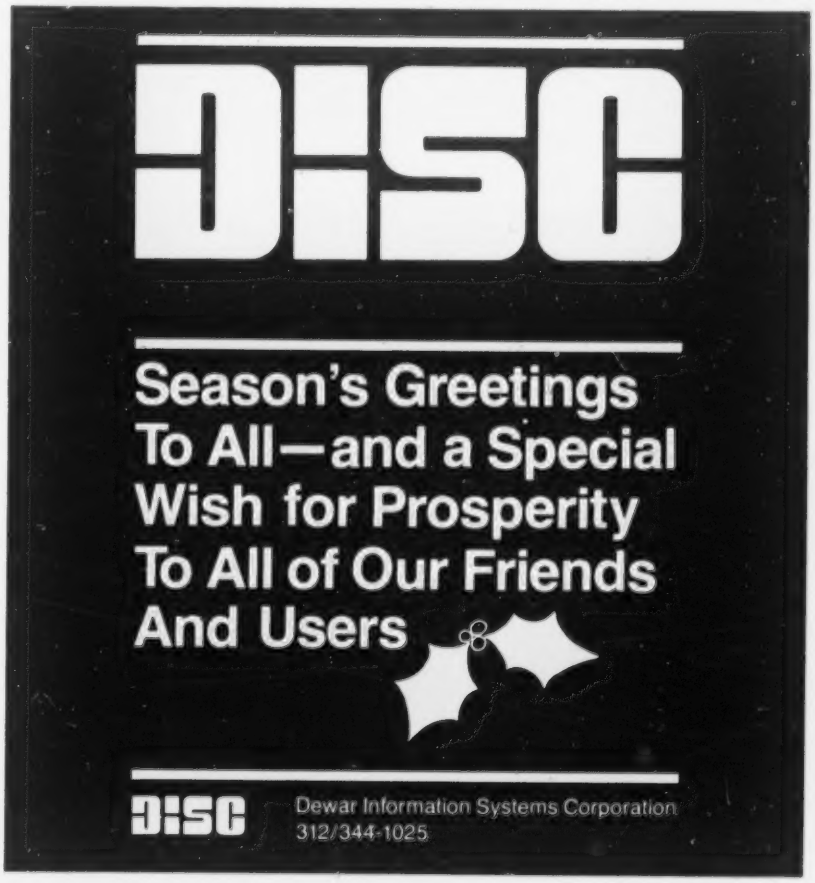
He spends the cash the owners send
To work their precious mine
In trotting horses, gaudy clothes,
Women, cards and wine."

Although many carriers' addresses never mentioned money, some, such as this from the Salt Lake City Daily Tribune in 1883, started with a blatant request for a tip:

"Accept, my jolly patrons, a carrier's
'Happy New Year,'
For you 'mid the heat of summer, for you
through winter drear,
Certain and sure as sunrise, I have left the
Trib. at your door,
Thanks for a silver quarter, many thanks for
something more."

Others, such as the 1894 address from The Washington Post, took a more subtle approach but hit the topic hard at the end:

"There's no good in making promises,
And I don't intend to boast,
But just try me with your silver
If you want an early Post."



What used to be black and white and read all over...

SECTION C

BUSINESS

Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's "color world." More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right "image" for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black

Can now be black and white and red and yellow and...

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- The LS210 laser image setter for combined output of text and graphics
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USINESS
SECTION
C
Circulation up;
Ad revenues rebound
The use of color is paying big dividends for news-
paper publishers across the nation.
Recent industry surveys indicate a marked rise in
readership and advertising revenues in major daily
newspapers that have switched from black and white
to color.
The use of new color technology has served a two-
fold purpose: heightening reader interest through a
more visually appealing format and reducing the time
gap between news deadline and press time. Now, even
the video camera can replace the traditional still photo
camera in the field.
The move to color also results in significant cost
savings. Although situations vary, the return on in-
vestment is quite favorable, with the new equipment
paying for itself in three years, on average.
The use of color is paying big dividends for news-
The use of color is paying big dividends for news-
indicate a marked rise in
major daily

British Press Upheaval

With much weaker unions in place, newspapers are fleeing Fleet Street. The shakeup has resulted in new papers and streamlined operations.

BY BRIAN P. KNOX-PEEBLES

The recent chain of events in the British national newspaper industry is part of what many see as the most significant changes in commercial communication in Great Britain since the 15th century.

The structure of the British newspaper industry differs from that in the United States, and a lot of what is happening at this moment on Fleet Street happened several years earlier in the United States.

However, as Madison Avenue is to advertising and Texas to oil, so Fleet Street is to newspapers. It is the heart of the industry and has influenced the development of siblings throughout the world. It is also in the capital of one of the countries with the highest per capita consumption of newspapers in the world. Hence, what is happening in Britain *is* of interest and significance.

So far as the structure of Britain's newspaper industry is concerned, it is sharply polarized between the immensely competitive national sector and the regional sector that until fairly recently, when the serious threat from free publications emerged, had operated in local markets similar to those in the United States. There was one substantially dominant paper per region, with competition coming from broadcast media and leisure activities.

The entire U.S. newspaper industry, with the exception of The Wall Street Journal, The New York Times and USA Today, would fall within the regional category.

But within Britain's national newspaper industry, 11 dailies with circulations ranging from about 200,000 to 4 million are published out of London each day; within the quality sector, where the standards match those of The New York Times or The Wall Street Journal, there are the Daily Telegraph, The Times, The Guardian and the Financial Times; also, The Sunday Times, The Observer, The Sunday Telegraph and—since Oct.7—The Independent. (See chart, p. 20.)

Total circulation of the national papers has been stable for the past 15 years, though the quality sector has been outperforming the popular press. The overall stability has been achieved despite the increase in TV channels and hours of broadcasting; outdated production methods; appalling industrial relations leading to lost production running into millions of copies per year; escalating costs (presstime, June 1981, p. 46); price increases well ahead of inflation; recession and unemployment; British enthusiasm for the video cassette recorder (current household penetration: 34 percent); and all the leisure opportunities now available to fill every waking minute.

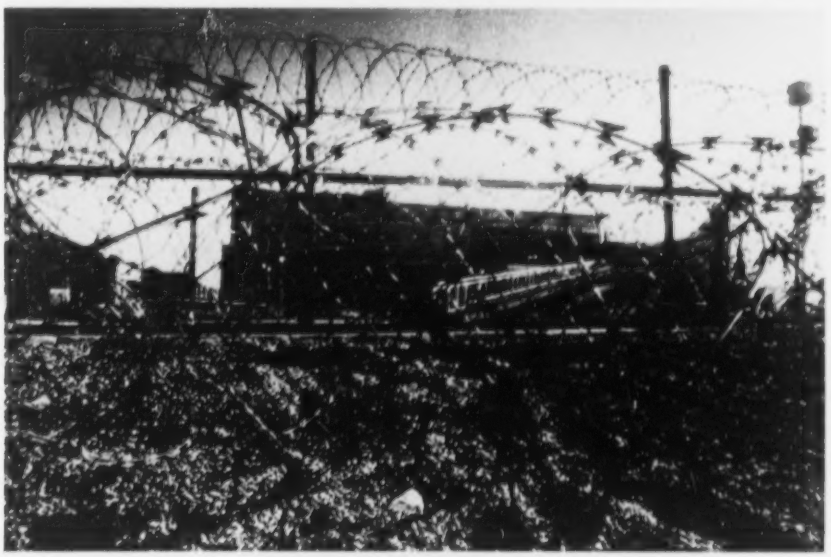
In Britain, therefore, there is little or no evidence of any decline in interest in the printed word.

The intriguing question is what sort of state the industry would be in had these negative factors not been at play over this period.

However, Fleet Street realized it must reduce its cost base to survive in the face of strong competition from new launches—two new national dailies and two Sunday papers this year, with even more planned for next year—because the majority of the national papers were operating either at very considerable financial loss or, at best, minimal return. Hence, the significance of the Eddie Shah initiative against the unions (see story, facing page)—it set in motion the revolution in financial and technical terms.

Today, three waves of events can be identified: the immediate consequences of Shah's successful defiance of the unions in 1983; the dramatic developments of this year; and what is still to come.

Knox-Peebles is group marketing director of London-based United Newspapers, a major newspaper and magazine publishing company.



News International's new plant in Wapping is protected by barbed wire mainly as a defense against angry print workers.

The first wave began with the Warrington riots in 1983; the appearance of new, aggressive proprietors who curbed union power; newspapers' moves to leave Fleet Street; the launch and initial collapse of Shah's Today newspaper; and the first moves in limiting the power of the wholesale distributors.

The second wave—what is happening now—is the launch of new publications by a generation that learned from the mistakes of its predecessors. These publications include the relaunch of Today, launches of The Independent and Sunday Sport, and a host of plans for the London market.

The third part, the most interesting, is yet to come. It is the "green fields" situation that for so long has seemed a utopian goal. Essentially, this final scenario presupposes that production constraints, in the mortally destructive sense of the past 20 years, are a thing of the past; that the planned moves out of Fleet Street have been successfully completed; that the use of printing capacity in the regions by London-based nationals has been successfully organized as currently planned; that nationals are beginning to produce the sort of return on capital that managements feel should be possible (approximately 15 percent); that computing power can be used to the fullest; and that London is supporting at least two, possibly three, evening dailies.

FORCES FOR CHANGE. There were four major forces which brought about this change: Shah (Today/News UK); Robert Maxwell (Mirror Group Newspapers/British Printing & Communications Corporation); Rupert Murdoch (News International); and computers. While the regional press has been making use of computer power for years, the national press is just beginning to enjoy its advantages.

Shah and Murdoch set the pace with electronic typesetting. Today incorporated electronic color scanning as well, and complete pages were transferred to press.

Within the first nine months of this year, the traditional print unions—the National Graphical Association (NGA) and Society of Graphical and Allied Trades (SOGAT '82)—made concessions that were unthinkable just two years ago. Publishing companies have begun the move away from Fleet Street and have started taking advantage of new technology in their new locations, leading to the new and planned launches.

Shah, with his total use of new technology and minimal workforce resulting in a hugely lowered cost base, seemed set to realize profits existing newspapers could only dream of—20 million pounds ($28.8 million) on revenue of 50 million pounds ($71.9 million). The fact that this has not

Shah (above), Maxwell (uppermost photo) and Murdoch (center) set the stage for major change. Also instrumental have been United Newspapers Chairman David Stevens (far left) and Conrad Black, a Canadian who owns a controlling interest in the Daily Telegraph.

Eddie Shah at the Fore of Controversy

If there is one name that stands out in the revolution in British newspaper publishing, it is that of Eddie Shah.

An ex-TV producer turned free-newspaper entrepreneur, Shah hit the headlines in 1983 in a fierce clash with the powerful-print union, the National Graphical Association, at his Messenger Group Newspapers in Warrington in the North of England.

The NGA's mass picketing over a closed-shop dispute and the ensuing violence brought Shah and the union into a court battle the union ultimately lost.

In 1985, Shah conceived the idea of Today, Britain's first national color tabloid, produced with state-of-the-art technology and a workforce only 20 percent of the size employed by other national newspapers.

Today was undercapitalized and failed to reach its advertising and circulation targets. This led to the paper's takeover by Lonrho Corp., already owner of The Observer and other papers. By that time, however, the bandwagon of change was unstoppable.

Shah has gone back into regional newspapering, using money from his shares in Today to purchase the Warrington Guardian series, rivals to his Messenger Group of free newspapers. Now a dispute with the NGA is looming there over an in-house practice by the union. *—Brian P. Knox-Peebles*

National Newspapers in Great Britain[1]

	Circulation (000s)	Launched 1986	Proposed 1987 Launches
Quality Dailies (and Owners):			
Times (News International plc)	471	Independent (Newspaper Publishing plc)	
Guardian (Guardian Newspapers Ltd.)	524		
Daily Telegraph (Daily Telegraph plc)	1,156		
Financial Times (Financial Times Ltd. [Pearson plc])	252		
Popular Dailies:			
Daily Express (United Newspapers plc)	1,856	Today (News U.K. Ltd.)	
Daily Mail (Assoc. Newspapers)	1,801		
Sun (News International)	4,062		
Star (United Newspapers)	1,421		
Daily Mirror (Mirror Group Newspapers Ltd.)	3,049		
Quality Sundays:			
Sunday Times (News International)	1,149		
Observer (The Observer Ltd.)	778		
Sunday Telegraph (Daily Telegraph)	678		
Popular Sundays:			
Sunday Express (United Newspapers)	2,376	Sunday Today (News U.K.)	News on Sunday (News on Sunday Publishing plc)
Mail on Sunday (Assoc. Newspapers)	1,617	Sunday Sport (Apollo Ltd.)	Sunday Globe (Independent Newspapers plc)
News of the World (News International)	4,850		
Sunday Mirror (Mirror Group Newspapers)	3,022		
Sunday People (Mirror Group Newspapers)	3,031		

[1] As of June 1986

materialized is irrelevant. He triggered the revolution even though his target market—"middle England"—turned out to be largely illusory, and the circulation of his paper, now around 370,000, is a long way from the 1.5 million originally envisaged.

As Today was approaching publication early this year, the Mirror Group's Maxwell began a confrontation over the printing of his national newspapers, culminating in threats to close them and finally the shedding of 2,100 jobs. His contribution to the shakeout, in this sense, was enormous.

The other major factor in bringing about these rapid changes was Murdoch who in January 1986, ahead of the launch of Today, moved the four News International titles from the area around Fleet Street to Wapping. He bypassed the traditional print unions and reduced his 6,500 workforce by 5,500 people. This is the subject of continuing dispute.

Following this, came the rush to leave Fleet Street by the other national newspapers and move to the Thames Docklands development area. Cheap sites, the opportunity to install new presses often utilizing color printing, and the possibility of simultaneously reducing the workforce and introducing new work rules combined to lure publishers out of central London.

FUTURE PLANS. Major publishers' achievements and plans are as follows:

Maxwell's Mirror Group Newspapers is to move to the Docklands, and printing will be turned over to the British Newspaper Printing Corp., a BPCC subsidiary of which Maxwell is chairman. BNPC has ordered 20 high-speed, offset color presses from MAN-Roland of West Germany, at a cost of about 60 million pounds ($86.3 million). All Mirror Group papers should be offering color by July 1987, with 16 pages of live color every day in the daily papers and double that on Sunday. The emphasis is on high quality, high speed and all the latest news and sports coverage.

Meanwhile, Maxwell has achieved assurances on voluntary reductions in the labor force and the return of the five-day workweek at his two Scottish newspapers, the Daily Record and Sunday Mail.

• **Express Newspapers,** now part of United Newspapers, is developing its long-term production plans but has made no announcement. It has cut its labor force (once 6,800 strong) by more than a third without loss of a single copy.

• Production of the **Daily Telegraph** moved to Docklands at the end of September. Substantial workforce reductions of about 1,000 have been achieved from the 3,300-member staff, although the paper has simultaneously recruited a good number of new journalists. The daily and Sunday papers have been revamped and redesigned, with new features introduced, more foreign news and greater attention given to Scotland and the North of England in home news coverage. Color printing is available, although it is being restricted to ads initially.

• **The Guardian** is scheduled to move to Docklands in late 1987, and color presses will be installed. Color will be used for advertising initially. The print unions have agreed in principle to direct input.

• The **Financial Times** is to move to Docklands in 1988, and 55 million pounds is to be spent on further development of the paper. Restrictions on pagination and the number of copies that may be printed will no longer apply, and color printing will be feasible. Four hundred voluntary reductions in staff have been called for.

• Production of **Associated Newspapers** (Daily Mail, Mail on Sunday, The Standard of London and many regional titles) is also set to move to Docklands in 1988, while editorial, advertising and administrative offices may move to new quarters in central London.

• **The Observer** has not opted for a move to the Docklands. Instead, it has decided to go for contract printing in the regions—shedding, in the process, 500 print workers' jobs. Its editorial offices will move from Blackfriars to Battersea. These moves should enable the paper to run on a lower cost base and help it combat assaults on its circulation from The Sunday Times and the soon-to-be launched News on Sunday.

• At its new Wapping base, **The Sunday Times** plans to print a 200-page paper by the end of 1987 and to introduce new supplements.

'86 AND '87 LAUNCHES. National papers launched in 1986 were Today (March) and Sunday Today, Sunday Sport (September), and the Independent (October).

Today's launch was disastrous, and the paper, always under-capitalized, had to be rescued three months later by Lonrho Corp. It is now being revamped and heavy promotion may effect improved circulation and greater advertising content.

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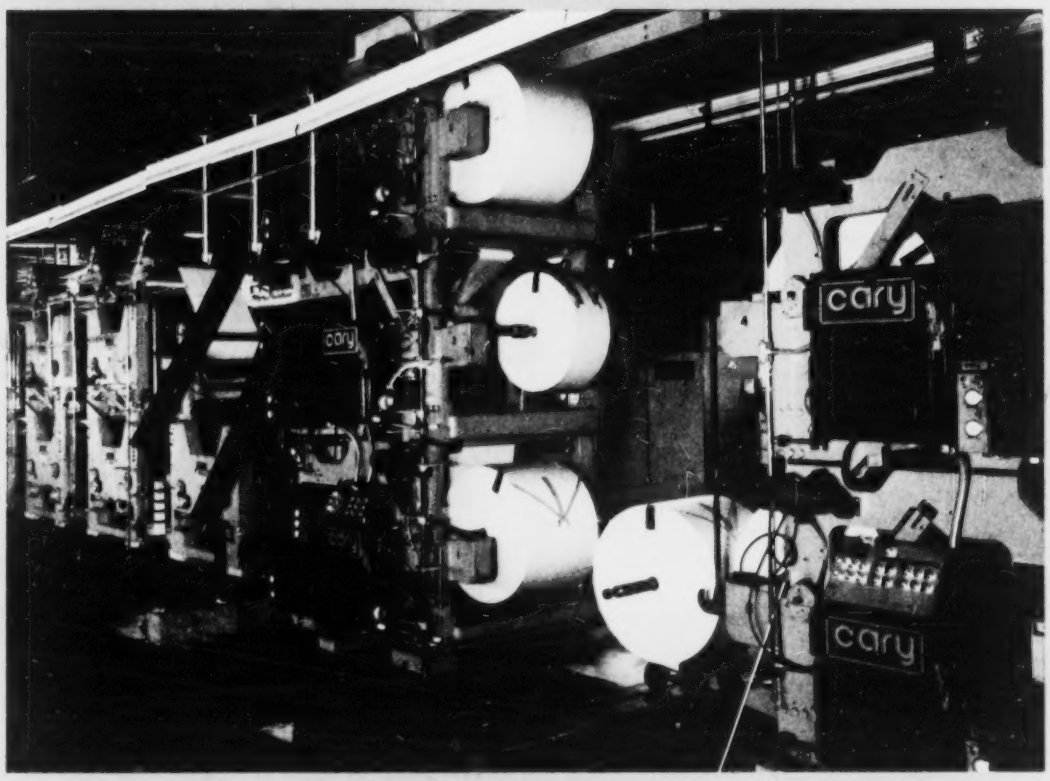

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Sunday Sport, a very cheeky, down-market publication, survived a ban on its advertising imposed by the ITV television network. It launched a 32-page tabloid, including 16 pages in full color. Printing is being done in two regional plants. About 500,000 copies were produced for its launch in London, the target is 1.7-million circulation within 18 months. Further launches in the North and the Midlands are planned.

The Independent, the new quality daily paper launched on Oct. 7, has opted for contract printing at four regional facilities. Good regional distribution of the paper should follow. Four out of a basic 24 pages will be capable of printing color, including the front and back.

Extensive prelaunch research was undertaken. A sample of 1,000 adults showed that 15 percent of those reading an up-scale paper were not entirely satisfied with it. About 30 percent of those who had changed their reading habits in the recent past had done so by taking an extra newspaper. This may indicate that the Independent would find a market as a "second" newspaper rather than as an alternative to a longstanding favorite.

Two new Sunday papers and three new London evening papers are scheduled for launch next year. News on Sunday, a politically left-of-center paper, the Sunday Globe; the London Daily News, a Maxwell paper; Associated Newspapers' Evening News, which was closed in 1980; and Murdoch's London Post, once planned for a 1985 startup.

But there are doubts about whether a market exists for another evening newspaper, let alone three more. A new evening paper would add relatively little to net circulation and advertising revenue. However, the new printing technology renders a launch more viable.

To confuse the marketplace even more, one entrepreneur is talking of moving the free-daily paper concept (Tuesday-Friday) from Birmingham to Manchester and London in 1987. This semi-national paper in three major conurbations could have an impact on sales of nationals.

SUMMING UP. British newspapering has entered a "phoney" war period. The declaration of intent has been made, and a few lightning and significant moves have been carried out. Beyond that, however, it is a matter of the various forces repositioning themselves.

During this limbo time, a great deal of logistical activity will go on. But it will not be until after the new plants are built, the moves made, and the new presses with their enhanced color capacity and state-of-the-art technology operational that the real battle will begin.

At the end of the revolution—beyond the hype and the miracles of modern technology—all that will have been achieved is what was possible, in its context, 250 years ago: namely, producing newspapers in a form readers want them and at a profit.

The recent past has been concerned with changing technology, lower operating costs and manning levels, but that was yesterday. All that was only a means to an end, not an end in itself. What British publishers have to understand, and act upon, is that new technology and increased profits have a value only in making it possible to provide better service to our readers. That, and only that, is what this revolution is about. □

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The Charles E. Scripps Award / Literacy Efforts: Jan. 15, 1987
The Walker Stone Award / Editorial Writing: Feb. 2, 1987
The Edward J. Meeman Awards / Conservation Journalism: Feb. 8, 1987
The Roy W. Howard Newspaper Awards / Public Service: Feb. 18, 1987
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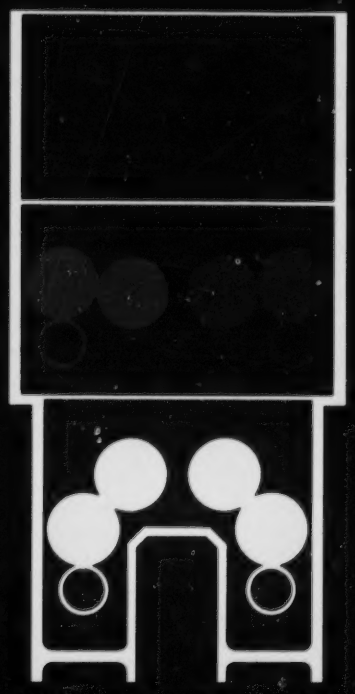

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AIDS
Reporting the Tragedy

BY MARGARET GENOVESE
presstime staff writer

A prominent public figure in Anytown, USA, is rumored as having acquired immune deficiency syndrome, better known as AIDS. Does the local newspaper publish the story?

A private citizen dies of complications from AIDS. Should the obituary mention AIDS?

Some people with the disease have made a point of publicizing the fact, including one daily newspaper editor. And there appears to be an emerging trend for survivors to acknowledge AIDS as the cause of death. But other AIDS victims and their families prefer to keep it secret, in large measure because so far in the United States the killer disease has predominantly struck homosexual and bisexual men and intravenous drug users.

This much is certain: The toll for AIDS victims will increase, and as it does, so will the ethical dilemma for editors on whether, how and when to identify them.

So far, there does not seem to be any consensus on this issue. Even individual editors are not sure what their newspaper's policy should be.

For example, following the death of a prominent Bostonian, reporters for The Boston Globe talked to the man's family, close friends and doctors but were unable to confirm widespread rumors that he had AIDS. "Therefore, we never knew it" for certain, says City Editor Kirk Scharfenberg, "and, therefore, never had to confront the next question"—whether to publish the information.

In the case of private citizens, the Globe would abide by survivors' wishes and not publish such information if they so requested, according to Scharfenberg. However, the Globe has no policy on prominent people, and Scharfenberg admits, "I don't know what is the right policy." On one hand, he says, it is important to get word out that "real people" have AIDS. On the other hand, it is important to respect a person's privacy.

The potential magnitude of this growing problem for editors comes into better focus when the statistics and projections for AIDS victims are examined. According to the federal Centers for Disease Control in Atlanta, 26,875 cases of AIDS had been reported as of late October—and 56 percent of these had resulted in death. In the next five years, the number of AIDS cases is expected to increase tenfold—including a greater number as a result of heterosexual contact. The CDC estimates that by the end of 1991, about 270,000 people will have contracted the disease and about 179,000 of them will have died.

"I don't think we ought to be snooping into hospital records, laboratory records and doctors' records."

William Cox

AMONG THE LIVING. The AIDS story is "just fraught with extraordinary issues" both within and outside of the newsroom, says Bob Mong, assistant city editor of The Dallas Morning News. According to the CDC, the Dallas metropolitan area currently has the 10th highest number of reported cases of AIDS in the United States, 460.

"We have vigorously covered individual cases. We've covered the phenomenon. We've tried to stay up-to-date on the medical situation," says Mong.

However, the newspaper has yet to encounter a situation where it ascertained that a prominent resident had contracted the disease but declined to acknowledge so publicly. If that did happen, says Mong, someone from the Morning News staff would probably talk to the victim and to his or her family. "It's such an explosive, sensitive topic, we would want to be compassionate about it and try to get some sense about how they feel about it."

Other editors say the question of whether to print such a story would depend on the prominence of the person and whether the information could be verified.

"It depends on who it is," says Richard Harwood, deputy managing editor of The Washington Post. "If we knew that President Reagan had AIDS, I'm sure we would report it." But, he adds, "there are a great many people who have terminal diseases that we don't customarily publicize."

"It all depends on degree of prominence," agrees Kent D. Bernhard, executive editor of the Detroit Free Press. "If it is a person who is known among a real small circle of people, but very well-known, likely not. If it were a person who would be a major, major political figure who was ill, probably so, *if* I knew it.

"The thing is," he continues, "on the condition of anyone's health—whatever the illness would be—I would need to make certain we absolutely knew it, and I am a tough person to convince on a lot of scores."

Like Mong, Bernhard says he would approach the person and invite him or her to discuss the illness. "If we are talking about an extraordinarily prominent person—among the most visible people in a state, let's say, or a region—I think it would beg credulity to feel that that person would not at some point . . . acknowledge the illness. If you are a governor or mayor or president of a major corporation, that is just not the type of thing that will stay out of the public prints because you are too prominent."

But what if the person denies having the disease? "It's tough to report that they

have it when they are denying it," says Larry W. Tarleton, executive editor of the Dallas Times Herald. "I don't think we'd do that."

However, if the person died and a knowledgeable person came forward and said the victim had suffered from AIDS, Tarleton says he would report that, along with the victim's previous denial.

RECENT EXAMPLES. One of the very few cases in which a prominent living person was reported to have had AIDS was that of Perry Ellis, a New York fashion designer who died last May at the age of 46. The Daily News in New York reported on Ellis' hospitalization and said a hospital spokeswoman would not comment on reports by friends that the designer was suffering from AIDS.

In its obituary on Ellis, Newsday also mentioned speculation in the fashion industry that he was suffering from AIDS. "It had become such a widely rumored thing that his company had put out a disclaimer saying he didn't have AIDS," says Newsday Executive Editor Anthony Marro.

On the other hand, neither the New York Post nor The New York Times mentioned AIDS in their coverage of Ellis' death. Both cited the cause of death as "viral encephelitis."

"We, in no case, will report AIDS on the basis of a rumor or public speculation, no matter how rife that speculation might be," says Leonard Harris, a spokesman for the Times.

There are three situations in which the Times will report AIDS as the cause of death, Harris says: If a hospital spokesman says so, if the family says so, or if the deceased person has made the request in advance of death that the disease be identified.

One of those situations existed in August when Roy M. Cohn, a widely known New York lawyer, died at the age of 59. The Times' obituary quoted a spokesperson for the National Institutes of Health, where Cohn was being treated, as saying that the immediate cause of his death was cardiopulmonary arrest and that the death certificate also listed two secondary causes, dementia and "underlying HTLV-3 infections."

The next paragraph explained that most scientists "believe the HTLV-3 virus is the cause of AIDS." Finally, the Times obit reported that in newspaper and television interviews Cohn had repeatedly denied widespread rumors that his treatment at the federal hospital was the result of AIDS; he said he had liver cancer.

The Cohn case raised another issue, the use of medical records to confirm AIDS. About a week before Cohn's death, syndicated columnists Jack Anderson and Dale Van Atta reported that Cohn was suffering from AIDS, quoting from confidential medical records obtained by Van Atta.

"We, in no case, will report AIDS on the basis of a rumor or public speculation, no matter how rife that speculation might be," says a New York Times spokesman.

William Cox, a former managing editor of the Honolulu Star-Bulletin who disclosed last summer in a front-page column in the newspaper that he was suffering from AIDS, worries that if the press begins trying aggressively to identify who has AIDS, state governments will enact tougher privacy laws making it harder for the press to do its job.

"I don't think we ought to be snooping into hospital records, laboratory records and doctors' records. I think we are asking for big trouble with the public if we start doing that," he said in an Oct. 24 presentation to the Associated Press Managing Editors convention in Cincinnati.

Cox said he came forward about his illness because he is a journalist "who just couldn't live with saying 'no comment' to my friends and colleagues and others in the media" and because he wanted to "fight the stigma that comes from this damned disease." But, he added, "not everyone can be as open as I was. . . . There are people who don't want to be denied their livelihood or the support that usually is given by friends or family to people who are sick. I hope that we in the press aren't going to try to make that decision for them, that we're going to reveal that somebody has AIDS."

CAUSE OF DEATH. At some newspapers, the question of whether to list AIDS as the cause of death in the case of an ordinary citizen is moot. The Kansas City Star, for example, does not usually list the cause in its obituaries, according to City Editor Darryl W. Levings. That policy would not change in the case of AIDS, he says. "If I knew somebody died of cancer and I don't traditionally put that in, why would I go out of my way to put the person died of AIDS if I knew that?"

In This Case, 'We Hedged'

She wasn't exactly a prominent citizen. But when a local prostitute tested positive for AIDS antibodies and the Transcript-Telegram of Holyoke, Mass., learned about it, editors at the 23,888-circulation daily agonized about what to do.

"We wrestled with whether or not we should do a story telling people that a prostitute that did rather brisk business in town was carrying that disease—whether or not we owed it to our readers to tell them that," Managing Editor Robert V. Unger related at the recent convention of the Associated Press Managing Editors.

Ultimately, he said, "we hedged." The paper did not identify the woman by name, but ran a story saying "a city streetwalker" had been exposed to the AIDS virus.

The newspaper also included in the article an explanation of how AIDS is contracted.

The presentation of that kind of information was endorsed at the APME meeting by former Honolulu Star-Bulletin Editor William Cox, who suffers from AIDS. He said newspapers should be "less squeamish in reporting how you get this disease and what can be done to prevent it. I think we can do it without being graphic, and I think we can do it without street language. Since getting sick, I've heard from reporters who tell me their newspapers won't allow them to use the word 'condom.' " He urged newspapers to point out when erroneous statements are made about how AIDS is transmitted.

He also cautioned against using the phrase "innocent victims" of AIDS when referring to children with the disease. "That is saying then there must be people who are not innocent, who deserve to get it."

—Margaret Genovese

At the San Francisco Chronicle, the cause of death is always asked, says Edwin Epstein, deputy city editor. But if the family does not want it in the obituary, the newspaper abides by those wishes, whether the cause of death is "cancer or cirrhosis or AIDS."

The Atlanta Journal and The Atlanta Constitution include the cause of death in obituaries when it can be obtained. But it is his understanding, says Managing Editor Glenn McCutchen, that AIDS "is seldom, if ever listed as the cause of death." That is so because AIDS is caused by a virus that weakens the body's immune system and leaves it vulnerable to infection and disease, particularly pneumonia and cancer, which may then be given as the cause of death.

In the case of private citizens, few newspapers go beyond what is supplied by the family or funeral home to discover whether the underlying cause of death was AIDS.

The Washington Post is one newspaper that has assumed an aggressive policy in giving AIDS as cause of death in obituaries. Unlike some other big-city newspapers that run news obituaries only on prominent people, the Post will publish a news obit of "any private person who's lived in this community, in the way of being a permanent resident, for a substantial part of a lifetime regardless of rank, status or achievement," says obituary editor Joe Smith [presstime, Nov. 1983, p. 30].

In the case of private citizens, few newspapers go beyond what is supplied by the family or funeral home to discover whether the underlying cause of death was AIDS.

However, the paper's policy is to publish the cause of death in all cases, including that of AIDS victims. "We are not in a position of treating people differently," Smith says. If survivors request that the cause of death not be published, the Post gives them the option of canceling the obit request.

When the newspaper suspects the cause of death is AIDS, it will raise the question. "If we get an obituary of, say, a 36-year-old man, and we are told he died of pneumonia and he's never been married, I'd be suspicious," says Smith. "I think any reasonable person would be suspicious because 36-year-old people don't normally die of pneumonia."

If the person requesting the obituary denies that AIDS is the cause of death and the obituary writer is still suspicious, the Post will check further. Smith declines to say by what means. He emphasizes, however, that the Post never publishes a news obit for a private person saying he or she died of AIDS without telling survivors first and permitting them the option of withdrawing the obit.

An attorney working with AIDS victims in Washington strongly opposes the Post's policy. Mauro A. Montoya Jr., legal services coordinator for the Whitman-Walker Clinic, thinks obituaries of AIDS victims should be run without cause of death, if that is survivors' preference.

Lori Behrman, public information director for the Gay Men's Health Crisis Inc. in New York City, believes obits should list AIDS as the cause of death. While it's "very important to respect families' wishes," she also says that covering up the cause of death "makes this disease shameful to people, and it makes people think that there's something to hide when you have AIDS, and that's not the case."

Burr Van Atta, obituary writer for The Philadelphia Inquirer, says he has seen "a great deal" of change in the past year in the willingness of survivors to publicize AIDS as the cause of death.

"That's not an unusual position in many cases, whether you are talking about AIDS or cancer or brain tumors," he says. "The family will hope by making a point of announcing the cause to get support for research in the field—in other words, turn the death into a positive thing." □

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By Steven Findlay
USA TODAY
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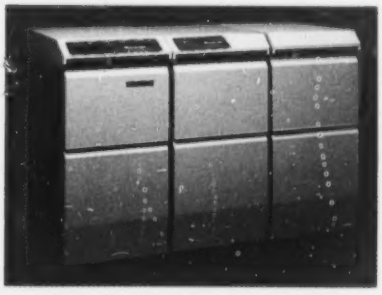

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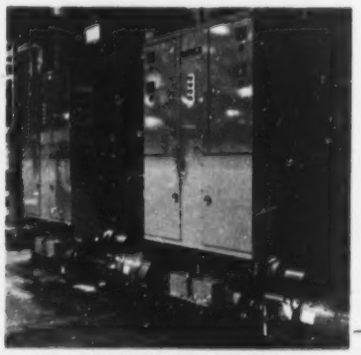

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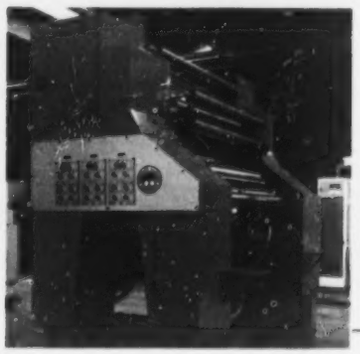

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QUALITY CIRCLES

Higher efficiency, cost savings and better communications result when employee groups review procedures and problems

BY CLARK NEWSOM
presstime labor writer

Since they were first introduced at newspapers in the early 1980s, "quality circles" have spread from the production department to the advertising department, from the maintenance crew to the circulation department and even to the newsroom. Today, quality circles are giving employees a greater opportunity than ever to take part in molding the newspaper operation.

The concept is simple: A group that usually consists of about eight employees from a department meets for an hour a week on company time to "deal with things in the work area that they can fix," as John R. McGovern, employee relations director of the Long Beach (Calif.) Press-Telegram, puts it.

Typically, the group contains both blue-collar and white-collar employees and is led by a supervisor. Most of the time, quality circles attain permanent status, although in some cases they dissolve after a few years of problem solving.

Currently, there are at least 176 circles operating at 14 daily newspapers, and the number is still growing.

Their accomplishments range from improved lighting in the pressroom, to new supply cabinets that improve inventory control in the advertising department, to a composing room tote board that indicates the number of pages remaining for an edition.

The concept was introduced in Japan—at the instigation of American behavioral scientists—in the 1960s. It made a return trip across the Pacific Ocean and started taking hold in U.S. industry in the early 1970s. Participants identify and analyze problems in their department, develop solutions and recommend them to management. They steer clear of personnel problems and matters covered by a labor agreement.

Although some newspapers and other companies have adopted different names, "quality circles" remains the predominant name. There's even an International Association of Quality Circles, a Quality Circles Journal and a Quality Circle Institute that trains program coordinators.

NEWSPAPER PIONEERS. More than 100 of the quality circles at U.S. dailies are at nine newspapers owned by Knight-Ridder Inc., the group that brought the concept into the newspaper business. In 1981, its Detroit Free Press started it all by establishing 12 circles, now increased to 27.

"As we have matured, so have the types of projects," says Gary A. Kleinhenn, who once sold classified ads for the paper and now is its quality circles manager.

Some of the results at the Free Press include:

- At one group's urging, the newspaper installed 748 interior storm windows, resulting in energy savings estimated at $100,000 annually.
- Seven steps to increase safety and productivity were established at the recommendation of one circle in the pressroom.
- A circulation department circle put together a pamphlet for district managers to use in the orientation of new carriers.
- An advertising department circle prepared a booklet explaining the Detroit market for national advertisers.

With quality circles, "people (employees) are in the decision-making process and know top management is listening," Kleinhenn says. He reports a mix of open and tacit support from union leaders at the newspaper, adding that many union stewards participate in circles.

But from a national perspective, labor leaders are a lot less sanguine. Organized labor does not take "a 100 percent negative attitude" toward quality circles, but it does have some problems with them, says Murray Seeger, director of information for the AFL-CIO. He says circles have been used by some companies to undermine unions by developing alternative lines of communication that bypass the union structure. And, he says, there are examples outside of the newspaper industry where management has used circles "to nip union organizing efforts in the bud." On the other hand, he says that the United Auto Workers and Ford Motor Co. have worked together on circles that have been "very effective."

The composing room quality team at The Virginian-Pilot and The Ledger-Star of Norfolk transformed an ad storage system from cardboard boxes (left) to neat, hanging plastic jackets (above).

Effectiveness is a major reason why eight Knight-Ridder dailies have followed the Free Press' lead and established circles. Marge McCollum, corporate manager of training for the 28-member newspaper group, says "the quality-circle process works because people work." It's a matter of "people contributing their unique skills and talents," she says.

As Knight-Ridder's quality-circle manual states, "There is a growing awareness that the creative capacity of a newspaper's professional, technical and support people is an immeasurable resource and that using this human energy can pay rewards far beyond the time and effort needed to harness it."

KEYS TO SUCCESS. For a quality-circle program to succeed, McCollum and other experts say it must have a long-term management commitment and must be integrated into a company's goals.

In the same year the Detroit Free Press began its pioneer work in the field, another newspaper launched a quality-circle program but with different results.

John C. Ginn, president and publisher of the Anderson (S.C.) Independent-Mail, says he became aware of quality circles through general business literature and contracted with a consultant to get a program started.

Enthusiasm waned, and the program in Anderson faded away last year after reaching a peak of six circles. But Ginn says the program was not a failure, and he was not disappointed with it. It was "a good experience" and "made a contribution" to the newspaper, he says.

Richard A. Roberts, training and development manager at The Orlando Sentinel, says that what happened in Anderson is not unusual. A small group that meets regularly for a couple of years can reach the point of "What do we do next?" he says.

Indeed, quality circles went through an evolution in Orlando after they were instituted in mid-1982 as part of a broad-based productivity program. Their name has been changed to "employee involvement groups," and they meet on a "project need" basis rather than regularly.

"We got away from the structured concept," Roberts says. "The climate here has always involved employees in the decision-making process through such means as a suggestion system."

COORDINATING PROGRAMS. As indicated by the Orlando experience, quality circles have gone through a number of changes in the United States, Roberts says, adding that "they didn't work exactly as envisioned at smaller companies."

"People learn communication and problem-solving skills they can use in many areas of their lives."

Even so, there is "still a lot of interest" in quality circles, says Geri Wilson, an assistant vice president at Hayes & Associates, a Winston-Salem, N.C., human resources training and consulting firm.

Hayes & Associates helped get a quality-circle program started at The Virginian-Pilot and The Ledger-Star of Norfolk in 1983. Sharon L. Plawin, quality teams coordinator at the newspapers, was trained by Hayes to be the "facilitator," or program coordinator.

The Norfolk papers started with three teams—two in advertising and one in technical services. The number has grown to 34 in all departments except the newsroom. The program has "opened up tremendous communications between departments," Plawin says.

As examples of ideas produced by the teams, Plawin notes that in the pressroom, where there are five teams, additional lighting was installed on the half deck of the press, and the machine shop welded a step on the press to make it easier to reach the angle bars. A team in the classified advertising department "did a lot of research" to select the best headset for telephone salespeople. Outside salespeople now carry pocket tape recorders to make notes, as suggested by another team.

"It takes time, and people get impatient," Plawin says, "but people learn communication and problem-solving skills they can use in many areas of their lives."

Other newspapers have used outside consultants to get their programs off the ground. McGovern of the Long Beach Press-Telegram was trained as a facilitator in 1984 by Sperry Information Systems in Princeton, N.J. There are four circles at the newspaper: "Phone Mates" (classified advertising), "Retail Action Faction" (retail advertising), "The Achievers" (circulation single-copy sales) and "Rubber Band Bandits" (circulation home delivery). Selecting names is one of the initial steps in the quality-circle technique of consensus decision making.

The names give "a sense of identity" to the groups, McGovern notes.

The Press-Telegram plans to add another circle soon. "We want to expand on a controlled basis so we can manage it," McGovern says, adding that the current four circles require from six to eight hours a week of his time. He believes a newspaper can operate with 10 or 12 circles without a full-time coordinator.

There is a full-time coordinator at the Philadelphia Inquirer and Daily News, where there are 33 circles, including a newsroom team of copy editors. Joseph B. Chandler, formerly transportation manager, was trained in 1983 by Organizational Dynamics Inc. of Burlington, Mass. Since the first teams met in 1984, "we've had steady growth," Chandler says, noting that 283 employees have participated as team members.

With growth and experience has come the emergence of a common language, Chandler says. Now, "Everyone understands what 'cause-and-effect analysis' means," he says.

The Tallahassee (Fla.) Democrat began its program in January of this year with three circles, including one in the sports department called "The Huddle" that produced an electronic stylebook. The other circles are in circulation home delivery and inside classified advertising. "We hope to start two more next year," says Doris S. Dunlap, director of employee and community relations, who acts as facilitator.

Tallahassee's program got under way five months after the one at the San Jose Mercury News, where five groups are convening from time to time.

Says Training Director Roberta (Bobbie) Gibbons, quality circles "tend to do housekeeping things first." For example, the newspaper's circle in retail advertising decided to tackle the problem of time wasted looking for forms and supplies. It presented a solution to management that involved construction of a new supply cabinet. The project was approved, and the new cabinet containing all needed forms not only saves time but has improved inventory control.

In Texas, quality circles were introduced at The Beaumont Enterprise earlier this year. Coordinator Mamie I. Meek, formerly assistant news editor, took a leave from the newsroom in January to investigate quality circles with the encouragement of Publisher George B. Irish.

Meek says she found a valuable resource in her own backyard—the John Gray Institute at Lamar University. A pilot circle proved successful, and the newspaper now has 11 circles with two more planned in the circulation and editorial

departments. "The results to date have been phenomenal," says Irish.

"Quality circles are a wonderful way to introduce the concept of participation to newspaper people and getting them involved in the decisions that affect their jobs," says Meek. She reports that a proposal by the pressroom circle to improve lighting in the pressroom has been adopted. And a mailroom circle solved a mailing-list problem that yielded a considerable reduction in paper waste.

Although quality circles are set up within individual departments, their projects often overlap into other areas of the newspaper. Meek says she believes that quality circles "will tear down barriers between departments."

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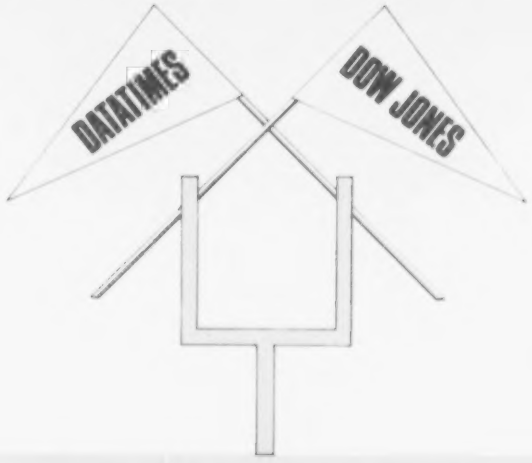

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VARIOUS NAMES. The widespread acceptance of the concept of quality circles in places like Beaumont hasn't always applied to the name itself. Wilson of Hayes & Associates says she prefers "employee problem-solving teams" as a more descriptive term than "quality circles."

And like The Orlando Sentinel, the Contra Costa Times in Walnut Creek, Calif., labels its teams "employee involvement groups."

"More and more people want a say-so in their (work) environment," says Personnel Director Gail A. Cutler. The company is using a program developed by the American Productivity Center in Houston.

Also in California, the Los Angeles Times created what it calls "TEAMS"—an acronym for Times Employee Action Means Success. William E. Sperry, manager of employee participation programs, says he was "uncomfortable" with the term "quality circles."

The Times' first teams were started a year ago in the production area, and there are now 25 of them in all departments but news and sales.

Sperry, who received his training at the Quality Circle Institute in Red Bluff, Calif., says the newspaper is "looking at $400,000 in first-year savings" resulting from the program. For example, a recently completed project that involved a change in the conveyor belts that bring rolls of newsprint into the warehouse reduced damage, saving an estimated $50,000 a year in newsprint outlays. "It cost $600 to implement with a four-day return on investment," Sperry reports.

At the Times, there are from eight to 10 employees on a team, Sperry says. "We found that large groups of 18 to 20 did not work," he says, because all of the team members did not get to participate. "We've seen a personal growth in employees," he says, and there is "no problem in getting volunteers."

Regardless of differences over terminology, the quality-circle concept has a bright future, specialists in the field say.

The International Association of Quality Circles—which itself is considering a possible name change—reports steady growth in membership. Founded in 1977 with 100 companies, there are now about 4,000 member companies, according to Ned Hamson, editor of the organization's Quality Circles Journal.

Hamson says there are 300,000 circles in the United States involving 2.4 million people. The Cincinnati-based association also represents firms in 36 foreign countries, where membership "is growing by leaps and bounds," he says. □

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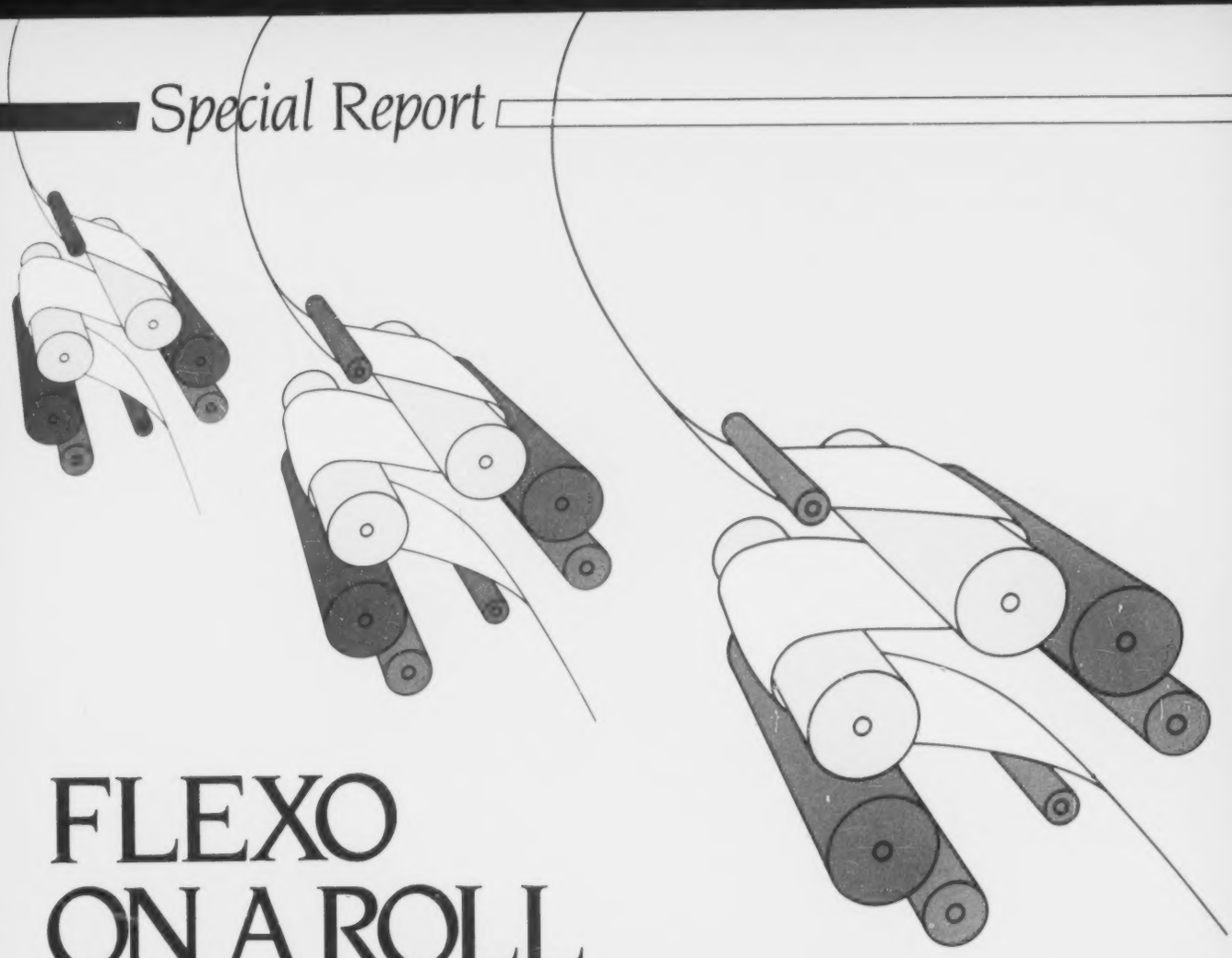


FLEXO ON A ROLL AT NEWSPAPERS

Skepticism is giving way to acceptance, as flexography proves itself in newspaper pressrooms. Executives no longer question if it will claim a share of the newspaper press market, but how much.

BY ROSALIND C. TRUITT
presstime technical writer

Survival of the fittest.

While observing wildlife on the west coast of Africa in the mid-19th century, naturalist Charles Darwin formulated his theory of evolution, arguing, among other things, that only the strongest and most capable win the struggle for existence.

Today, newspaper production experts draw similar parallels when discussing the competition between three printing processes: offset, flexography and letterpress.

Which printing process is fittest as 1986 comes to an end and the 1990s approach? Not long ago, the answer to that question was fairly simple.

By the early 1960s, newspapers had concluded that letterpress printing was going the way of the dinosaur, and a search for an alternative began. Such headlines as "Nation's Weekly, Daily Newspapers Continue Rush to Offset" became commonplace, and a monolithic shift toward offset printing seemed certain.

Offset, which offers high-quality reproduction, continues to dominate the market among daily and weekly newspapers in the United States and Canada. And as recently as a year and a half ago, debate still raged over whether newspaper flexography, or "flexo," would even work.

Now, flexo has proved itself, and the debate centers around how large a share of the newspaper printing-press market it will claim in years to come.

The consensus is that newspapers currently printing offset are

unlikely to switch to flexo any time in the near future because, as a rule, offset presses are no more than 10 or 15 years old and remain quite servicable.

However, according to ANPA data, more than 300 daily newspapers in the United States and Canada still use letterpress units to print an estimated 35 percent of daily circulation in the two countries. They represent a potentially lucrative market for press manufacturers.

Michael H. Bruno, a graphic arts consultant, notes in a report titled "Status of Printing in the USA—1986" that 16 percent of *all* types of printing is now being done flexographically, and he predicts the figure will increase to 18 percent in 1990 and to 21 percent by 1995.

Most experts predict that in newspaper publishing, flexo will steadily gain market share but will not—at least in the foreseeable future—eliminate offset. They see a coexistence developing, and a peaceful one at that because many of the same companies that manufacture offset presses are expanding into flexo. Nine companies either manufacture or plan to manufacture flexo presses, and four companies convert letterpress units to flexography.

"Flexo's about to explode," says George Cashau, ANPA director technical research. "There's no doubt it's come of age, and a great many newspapers are on the verge of either purchasing it outright or testing. It won't be until the 1990s that you see widespread use, but it's coming." Although no North American newspaper currently is relying on flexo for all of its printing, usage is increasing steadily. Since 1981, the number using flexo has gone from one to six, and at least five others have either bought flexo presses or agreed to begin testing them in the next 12 to 18 months.

"A lot of people out there placed press decisions on hold because they were hoping there would be a better alternative to offset," says Jerry S. DeHimer, director of operations for The Journal and The Bulletin in Providence. Those papers have been printing flexographically since 1981—longer than any other North American newspapers. And DeHimer says, "We now know flexo offers that alternative."

It is difficult to ascertain how many newspapers have actually delayed press purchases to await flexo test results in Providence and elsewhere, but press manufacturers and newspaper executives alike speculate that hundreds of millions of dollars of letterpress presses will need to be replaced or modernized in the not-too-distant future.

Knight-Ridder Inc., for example, has more than 300 letterpress units printing every day in its newspaper plants around the country, and Scripps Howard newspapers have more than 100. The Miami Herald and The Press-Telegram in Long Beach, Calif., both owned by Knight-Ridder, have been testing flexography for several years; testing will begin at the end of this month at Scripps Howard's Knoxville (Tenn.) News-Sentinel and at The Knoxville Journal, which is independently owned.

Test results will guide Knight-Ridder and Scripps Howard in deciding whether other newspapers they own will adopt flexo. Both groups are leaning in that direction company executives say.

"Most newspapers did not want to be the first developer of flexo printing but wanted someone else to do the development work," observes John Pascarella, sales manager for M.A.N.-Roland (USA) Inc. "If it was successful, they planned to come in at a later date. Now the development work has progressed to the point where newspapers must consider it."

Robert Mrak, vice president of newspaper flexo for the U.S. subsidiary of the Italian press manufacturer Cerutti Inc., says there is "absolutely no question that flexo has arrived and that interest will continue to snowball." He says the sales contacts he makes at newspapers indicate nearly everyone in the business now believes it is just a matter of time before flexography becomes at least as popular as offset.

With some newspapers it already is. "We feel flexo has arrived. It's gone beyond the research-and-development stage," says Boykin S. Wright, vice president-production for The Miami Herald. "That's not to say we won't continue to see developments in flexo, just as we continue to see developments in offset, but flexo is a viable printing process right now."

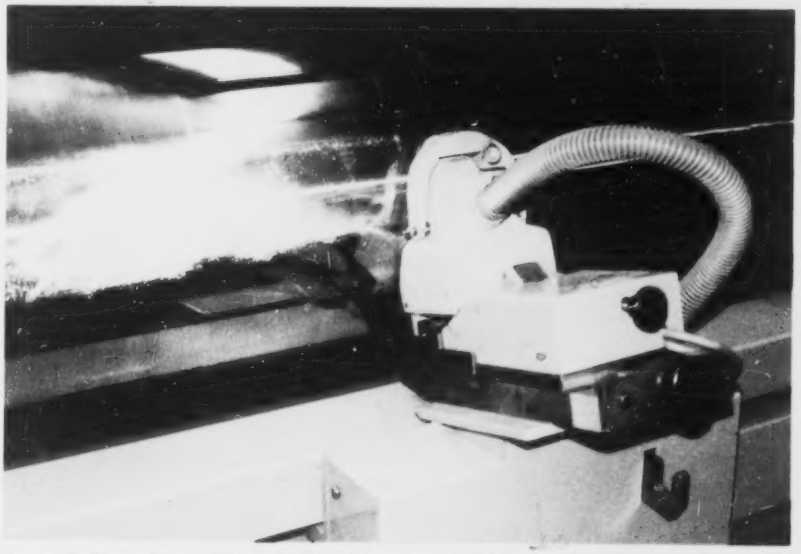
THE ATTRACTION. Flexography, the longtime workhorse of the packaging industry, has drawn this kind of attention from newspapers because testing to date has proved that flexographic presses are simpler to operate, cheaper to run and cleaner to use because they print with water-based inks.

Early on, proponents of newspaper flexo argued that the presses would be lighter weight and cheaper to make—in stark contrast to the hulking, energy-gobbling monsters that presses had become by the mid-1970s. At least part of their speculation has been borne out.

Although they are indeed lighter, new flexo presses cost about as much as new offset presses—in the neighborhood of $1 million per unit. One reason is that the folders, reel stands and other components that have nothing to do with the actual printing are the same for both processes.

But flexographic presses do offer savings in terms of reductions in newsprint waste, electricity consumption and staffing requirements. Overall, they are also cheaper to maintain.

In the past year or so, improvements in ink and plates and



Armotek electronic engraver cuts 4,600 cells per second in the anilox cylinder.

increased expertise in the use of the process have encouraged some newspapers to order flexo presses without first testing them in their plants.

Two California dailies, The Monterey Peninsula Herald and The Modesto Bee, this year became the first to do so when they placed the initial orders for the new Goss flexographic press.

Newspaper executives and press manufacturers alike say the current enthusiasm for newspaper flexography can be attributed to the fact that newspapers like The Miami Herald, The Journal and The Bulletin of Providence, and The Washington Post are publishing newspapers with flexographically printed pages every day.

The Providence papers and the Post, in particular, have received considerable interest.

The pioneering work in Providence demonstrated that flexography can print black-and-white pages in a daily newspaper production environment. Starting in January, The Journal (morning, circulation 88,607) and The Bulletin (evening, 119,310) will install the first of 18 units of a new Windmoeller & Hoelscher and Koenig & Bauer flexo press that will print process color. When that Journaltlex press is up and running, the Providence dailies will become the first newspapers in North America to be printed entirely on flexo units.

In that regard, the New World is a bit behind the Old. In April 1985, Il Gazzettino, a daily in Venice, Italy, became the world's first all-flexo newspaper. Since then, four other Italian newspapers have followed suit. (See story, p. 43.)

At The Washington Post, attention has centered on the agreement the newspaper has with the Graphic Systems Division of Rockwell International (Goss) to test an eight-unit Goss letterpress press converted to flexo and to provide detailed financial information about the cost of running it in comparison to the newspaper's offset presses.

When Thomas Might, the newspaper's vice president production, offered the first detailed comparison of flexo and offset costs at a workshop session during last summer's ANPA trade show in Atlanta, there was a virtual stampede to the front of the packed meeting room to pick up copies. Comparing such costs as labor, materials, newsprint waste and electricity, Might's figures showed it was $14.24 cheaper per ton of newsprint used to print flexographically than offset (*pressstime*, July 1986, p. 44).

Flexo has sometimes demonstrated drawbacks that include plate plugging, inks drying too fast or not quickly enough and plates that are more costly.

FLEXO DEFINED. For a new kid on the newspaper block, flexography has been around for a long time.

Two years ago, Might put it this way: "We are not inventing a new printing process, we are stealing it. Not only that, we are stealing a process where technical evolution seems endlessly and rapidly improving reproduction quality as it grows."

Indeed, though testing of flexography for newspapers began this decade, the process has been popular with the commercial packaging industry for more than 60 years.

Flexographic presses offer versatility because they can print on a variety of materials—from foils, plastics and papers to boards and films—and on webs as narrow as an inch and as wide as six feet. The box of disposable diapers showing a sweet-faced infant, the wrapper around whole-wheat bread and the shopping bag featuring a splashy department-store logo more than likely were printed flexographically.

Flexography, simply defined, is a direct-relief printing process that uses photopolymer plastic plates on web presses. The flexibility of the plates, which can be wrapped around a cylinder, give the process its name.

The process involves far fewer components than does offset printing. (See illustration, facing page.) Flexo uses a so-called "anilox" roller, a plate cylinder, an impression cylinder and a "doctor blade." The anilox roller is engraved mechanically, electronically or with lasers to produce thousands of microscopic cells of various shapes, sizes and depths.

The roller is fed ink from a trough, and the cells on the roller transfer ink to the plate. The doctor blade in the trough scrapes excess ink from the roller that contacts the plate. The shallow relief plate is buttered by a foam cushion.

The field of vendors

The nine companies that manufacture or plan to manufacture new flexographic presses for newspapers in North America are:

Graphic Systems Division (Goss)
Rockwell International
3100 S. Central Ave.
Chicago, Ill. 60650

Koenig & Bauer-Egenolf
604 E. Le Grande Ave.
Indianapolis, Ind. 46203

M.A.N.-Roland (USA) Inc.
333 Cedar Ave.
Middlesex, N.J. 08846

M.I.P. (Mitsubishi Lithographic Presses) North America
Newspaper Press Division
85 W. Algonquin Road,
Suite 500
Arlington Heights, Ill. 60005

Motter Printing Press Co.
Newspaper Flexo Division
P.O. Box 1562
York, Pa. 17405

North American Cerutti Corp.
211 R.I.D.C. Park West Drive
Pittsburgh, Pa. 15275

Publishers Equipment Corp.
3230 Commander Drive
Carrollton, Texas 75006

Tatt Equipment Sales Corp.
U.S. representative for Tokyo Kikai Seisakusho (TKS)
570 Oakwood Road
Lake Zurich, Ill. 60047

Windmoeller & Hoelscher Corp.
Flexo Newspaper Press Group
23 New England Way
Lincoln, R.I. 02865

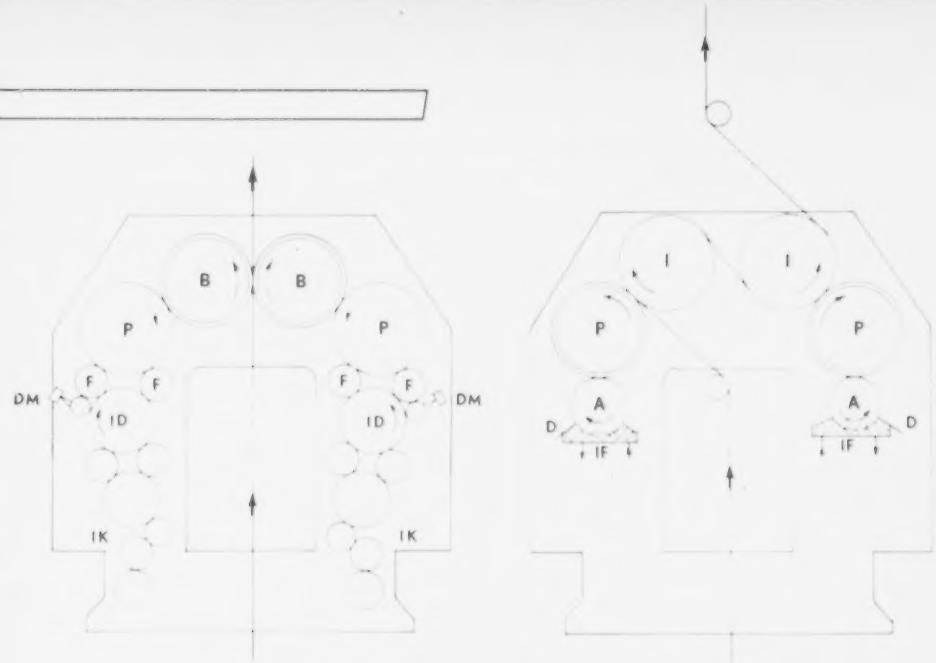
The following companies provide "slip-in" flexographic units for existing press superstructures or perform anilox conversions of letterpress presses:

Crabtree Vickers (Canada) Ltd.
70 Gibson Drive
Markham, Ontario L3R 4C2
Canada

Flex-O-Line Inc.
Newspaper Press Conversions Division
5325 N.E. Skyport Way
Portland, Ore. 97218

K&F Manufacturing Co. Inc.
P.O. Box 340
Granger, Ind. 46530

Paper Converting Machine Co.
2300 S. Ashland Ave.
Green Bay, Wis. 54304-5213.



A: Anilox Roller
B: Blanket Cylinder
D: Doctor Blade
DM: Dampening System
F: Form Roller
FN: Fountain Roll
I: Impression Cylinder (Steel)
ID: Ink Drum (upper)
IF: Ink Fountain
IK: Inking System
P: Plate Cylinder

OFFSET

FLEXO

Although letterpress is also direct-relief printing, flexo's shallow relief plates and the cushioning produce a "light kiss" printing impression that yields sharper images than letterpress.

Yet unlike offset, which can be used with extremely fine screens in excess of 85 lines per inch, flexo performs best in the 65-to-85-line screen range and does not reproduce well on coated stocks such as one might find in a news magazine. Newsprint, which is coarser, poses no problem.

There is a distinction between true flexography, such as has been tested in Providence, Miami, Long Beach and other locations, and modified flexo, which involves the installation of an anilox inking system but few other alterations on a letterpress press. In true flexo, the printing plate is inked directly by the anilox roller. In a modified version of flexo, the anilox roller supplies ink to two form rollers, which in turn ink the printing plate. True flexo can be either a completely new press or a new flexo unit that is "shipped into" an existing superstructure, including folder and reel stand. In modified flexo, the inking system alone is changed. An important feature of the anilox system is that it is "keyless", that is, it has no keys that must be manually adjusted during a press run to keep densities in the proper range [presstime, Nov. 1986, p. 60].

PROS AND CONS. Flexography's supporters cite a number of its advantages over conventional letterpress and offset, namely:

- Reduction of newsprint waste
- Little or no ink mist in the pressroom
- Use of water-based inks that produce cleaner impressions with no rub-off on readers' hands
- Less "show through" from the opposite side of the page, which allows use of a lighter weight paper
- Keyless inking
- Improved ink mileage
- Reduction in press maintenance and manning
- Consistent printing throughout the press run
- Sharp printing dots. Examine a flexographically printed newspaper page and letterpress page, and the difference is noticeable. On the flexo page, halftones are sharper and columns of type stand out more clearly.

Even with those advantages, though, flexo's staunchest supporters admit that flexo print quality, while superior to letterpress, doesn't approach offset quality. Yet.

"You have to balance a number of things, and there are both advantages and disadvantages," says John R. Rodney, production director of the Portland [Maine] Press Herald and the Evening Express, which will begin testing a Motter Printing Press Co. flexo unit with a color hump in February. The tests will determine whether flexo or offset will replace the Portland papers' Hoe letterpress presses. "Is the lack of rub-off more important than having the capability to run a 100-line screen?" he asks, citing one of the tradeoffs.

Of all of flexo's documented advantages, the two mentioned most often are the reduction of newsprint waste and the elimination of rub-off thanks to the use of water-based inks.

In offset printing, a delicate balance of water and ink must be achieved, which often means hundreds of unacceptable copies are printed before salable quality is achieved. Keyless inking eliminates the need for human tinkering and also makes the printing uniform from one press line to another. Del Ilmer of Providence says he never seriously considered offset for his newspapers, arguing that it is "a chemical process, not really a printing process. I would need chemists, not printers, to operate it."

The principal advantage to water-based inks is that readers don't get smudged with ink. That's because the ink dries quickly. Oil-based inks never dry completely.

Two newspapers, the Fort Lauderdale News and the Sun-Sentinel, have actually designed a little logo that is printed on the front page of sections to indicate they have been printed flexographically and won't soil readers' clothes or blacken their hands. The papers, which also use offset and letterpress presses, have not said whether they plan to expand their flexo commitment.

Other advantages of water-based inks have to do with brightness and disposal. Such inks do not give a gray cast to the printed page, as oil-based inks often do because oil particles are attracted to newsprint fibers. The result is that flexo produces a "whiter" page. The oil content of traditional printing inks also is causing some waste-disposal problems for newspapers [presstime, Oct. 1986, p. 6].

On the negative side, flexo has sometimes demonstrated drawbacks that include plate plugging, inks drying too fast or not quickly enough, slippage of the cushioning beneath the plates, and plates that are more costly yet inferior to offset plates in terms of quality.

Generally, observers say flexographic presses for newspapers have evolved more quickly than have ink and plates. However, research in those areas seems to be resolving many of the

problems. Some of the newspapers that recently ordered flexo presses did so in the belief that plate and other technology will be much improved by the time the presses are up and running a year and a half to two years hence.

SLOW TO EVOLVE. If flexo's advantages outweigh its disadvantages, why did it take so long to adapt it for newspaper publishing?

William D. Rinehart, ANPA vice president/technical, says the slow evolution can be traced to the different demands of newspaper and package printing. Flexo printing for the packaging industry involved printing at slower speeds than newspaper printing, continual stopping and starting of the presses, and the simpler demands of printing on just one side of the web.

The biggest stumbling block, however, was that the flexo plates originally used for commercial printing took several hours to prepare for the press. Hardly feasible for newspapers. Once the lighter weight, more easily produced plastic plates were developed in the mid-1960s for letterpress use, the idea of flexography for newspapers began to take hold.

ANPA was first to explore the possibility that flexography could work for newspapers, and economic factors were the motivation, Rinehart says. As far back as 1975, the Association's Board of Directors voiced concern over rapidly rising prices for newspaper presses. This led to the development of the ANPAPRESS®, a modified flexographic unit featuring anilox inking. It was first demonstrated to press manufacturers in September 1977. When the manufacturers showed little interest and in fact virtually scoffed at the idea, Rinehart says, ANPA decided to go to a field test. In May 1978, an anilox inking system was retrofitted to a single-width Goss letterpress press at The Gloucester County Times in Woodbury, N.J. It performed well.

When manufacturer interest still was not forthcoming by 1979, the Board established a Special Press Design Committee to see that the new inking system would be developed for widespread newspaper use.

Subsequently, the first double-width ANPAPRESS was tested at the Boston Herald American (now The Boston Herald) in 1979. The prototype unit used an anilox inking system but also employed what researchers termed a "unique cylinder arrangement and drive assembly as well as hollow cylinders to reduce size, weight, power consumption and noise levels effectively."

Several press manufacturers say that research and development costs have been $30 million to $40 million —money they believe is well-spent.

In the early days of their testing, ANPA technical researchers used oil-based inks for anilox systems. They later switched to water-based inks because of the print quality they offered, particularly for colors, and because they were environmentally appealing.

As flexographic-style printing became more and more promising for newspapers, interest among press manufacturers mounted. ANPA received a patent for the ANPAPRESS, and licenses were issued for a nominal fee to manufacturers. They were encouraged to develop and improve upon the original design.

Tokyo Kikai Seisakusho received the first license, and in 1980, TKS introduced its version of the modified flexo press at The Quad-City Times in Davenport, Iowa.

Eventually, 18 other manufacturers received licenses. But well into the 1980s, some of them continued to disparage the notion that flexographic printing would make major inroads at newspapers. "I know that people were excited when Goss put their name on a flexo press (last summmer), but they're really latecomers," says James C. Leatham, director of marketing for Motter. "But we've been pioneers in proving to the newspaper industry that flexo works, and we've spent the past five years doing just that. We were committed to flexo long before it became popular with newspapers . . . and we've learned a lot along the way."

Erwin Jaffe (third from left), then director of the ANPA Research Center, demonstrates ANPAPRESS to manufacturer representatives in September 1977.

PASSING THE TEST. As the adaption of flexography to newspapers has unfolded, the focus has been on testing by newspapers and press manufacturers. Several press manufacturers say that research and development costs have been in the range of $30 million to $40 million—money they believe is well-spent.

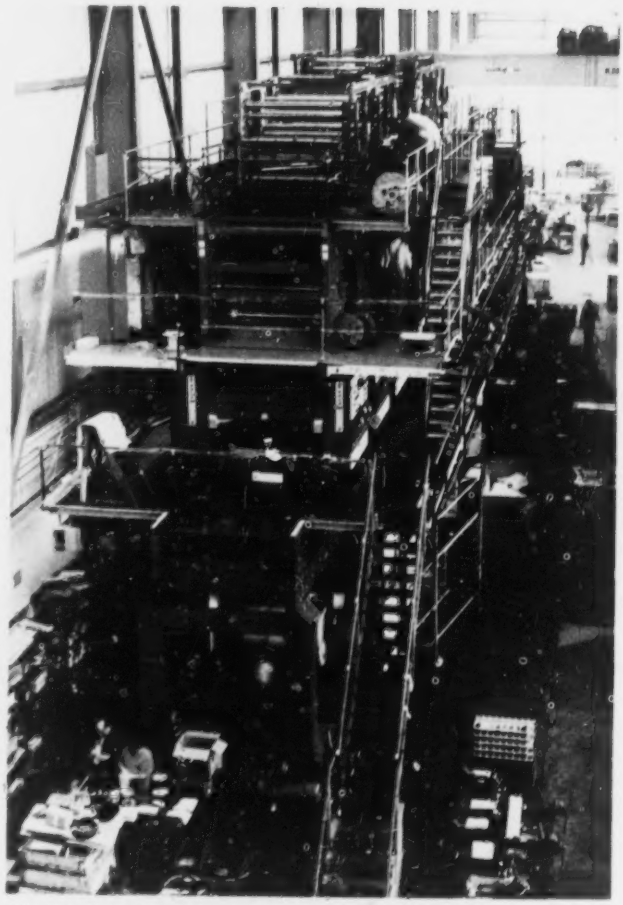
At Motter, where extensive flexo testing of ink, newsprint and plates is done at the company's York, Pa., plant, Special Projects Manager Warren Weaver comments: "It's tough going into newspapers with a product you're not sure will succeed or fail. If you fail too often, the newspapers may not want to see you again. By testing the various components in a non-production environment first, manufacturers can feel more confident when they approach the newspapers. We change only one parameter—that is, ink, paper or plates—at a time, so we can determine which interact most effectively."

ANPA will soon begin its own flexo tests of inks, newsprint and plates at The Newspaper Center in Reston, Va., when the Technical Research Department starts using a TKS letterpress that has been converted to flexography [presstime, Oct. 1986, p. 61].

Several of the newspaper pioneers, however, are no longer in the flexo field. The Daily News of New York City, the Atlanta Journal and Constitution, the Sarasota (Fla.) Herald Tribune, and The Tennessean and the Nashville Banner all tested flexo and either decided to stick with their old presses or to purchase offset when the time came to buy. Basically, they felt the technology was not ready for daily newspaper production.

One manufacturer also dropped out of the picture—Koppers Inc., which made the flexo press that was tested at the Daily News in New York. Its 1985 withdrawal resulted from the company's assessment that the market was not ready for flexo.

The earliest field testing of newspaper flexo took place in Providence, where DeHimer says he began thinking about the technology's possible application for newspapers some 10 years ago—about the same time ANPA was beginning its flirtation with anilox inking.



Windmoeller & Hoelscher and Koenig & Bauer erect new flexo press for the Providence Journal-Bulletin in K&B's Würzburg, West Germany, plant.

After Motter demonstrated a flexographic press at the annual ANPA trade show in 1981, it was shipped to Providence for the tests. In the five years since then, numerous representatives from other newspapers and from newsprint, ink and plate companies have made the pilgrimage to Providence to see for themselves the work being done there. "I wish in the beginning I had decided to charge $1 a tour," DeHimer jokes. "The money would pay for a very nice vacation."

Pressroom Superintendent Thomas J. Pendergast has kept a journal since the tests began. The book contains newspaper clippings from various press runs plus notations on everything from plate thicknesses and ink densities to the procedure for cushioning the plate and the number of copies that were printed.

It documents such early problems as plate plugging and swelling, second impression set-off (when wet ink on the web makes an impression on the next plate it contacts) as well as successful efforts where ink densities of 1.05 percent were achieved without any rub-off. "We've done an awful lot of testing here. It's been more like a lab, really," Pendergast says.

After testing the Motter unit for about a year, the Providence papers added a prototype unit from Windmoeller & Hoelscher Corp.'s Flexo Newspaper Group. Currently, two W&H flexo units print about half the pages of The Journal and The Bulletin, which average 64 pages per edition, at speeds of about 60,000 newspapers per hour.

In Providence, the flexo units stand in sharp contrast to the letterpress press. The flexo units have a few light smudges of ink here and there, but the oily, black ink used in the letterpress operation coats the letterpress press and leaves a slick film on the floor.

Cleaning up the flexo press units is easy, Pendergast points out, as his pressmen use plain water, not a chemical solvent, to flush out the rollers and doctor blades. Waste water is stored in a tank on the floor below the pressroom and used to mix with the water-based ink in the next press run.

VIVID COLOR. The success of the Providence tests of black-and-white printing led the newspapers to order 18 new units of Windmoeller & Hoelscher flexo. Installation should be completed by March 1988.

When the newspapers are completely flexo, Providence will use process color extensively. The newspapers began limited four-color testing several months ago, and DeHimer reports, "The color leaps off the page at you."

The most extensive U.S. test thus far of flexo color has been at the Fort Lauderdale News and Sun-Sentinel. Jim Robinson, vice president and production director, says the two papers have experimented successfully with four Windmoeller & Hoelscher flexo units, a four-color half deck and two single-color units. About 1.3-million copies of the News and the Sun-Sentinel are printed flexographically each week.

The Fort Lauderdale newspapers began producing sharp, consistent process color nearly a year ago Robinson says. "We've made a number of improvements in color and also in the printing of black halftones since we started." He adds, however, that "there's still work to be done in the area of black ink chemistry in reducing plugging. That hasn't been solved to our satisfaction yet.

"We are confident that as more people get involved in flexo, more experimentation will take place with ink, plates and other elements, and a resolution will be found," Robinson says. His papers have been working closely with NAPP Systems (USA) Inc. and with Hercules Inc. to test new plates. They also use plates from W. R. Grace & Co. In addition to the four flexo units, the Fort Lauderdale dailies have 14 letterpress units and 14 offset units.

In nearby Miami, Wright of the Herald also reports high-quality color reproduction with flexo. The Herald is using seven flexo units and four color halt decks. However, with a total of 102 letterpress and offset units, flexo is producing a small percentage of the total output. Primarily the front and back pages are printed flexo because they are the ones readers see and touch first.

"The key to flexo is the brightness of the water-based inks," Wright says. "The color just bangs off the sheet. It prints very crisply and looks very dramatic. We had a little trouble with black inks. They had a tendency to run on the gray side, but a change in ink viscosity took care of that."

As was the case with all flexo pioneers, the Herald experienced some early problems with inks drying too quickly or sticking on the plates. "The ink companies have made tremendous strides since that time," he says.

Miami uses new M.A.N.-Roland units that were slipped into existing superstructures, including the folder and reel stand.

Rather than utilizing slip-in units, The Washington Post had a Goss letterpress press completely reengineered. The Paper Converting Machine Co. manufactured the inking system for the Goss flexo prototype that is being tested in an operation that also uses three 10-unit offset presses and 100 letterpress units.

Reports Vice President/Production Might: "We have generally been happy with the [flexo] process. You make little improvements, little refinements along the way. I don't think anyone would consider flexo a risk any more. We get the newspaper printed and out the door, but I don't know if I would say it's out of research and development yet. I think *offset* is still in R-and-D." Problems with press drives and clutches have been resolved, he says, as have some early registration problems.

Journal-Bulletin's Pendergast (left) and electrician Pete Mederios check ink flow valve on flexo unit in Providence pressroom.

"The key to flexo is the brightness of the water-based inks. The color just bangs off the sheet. It prints very crisply and looks very dramatic."

DECISIONS, DECISIONS. For every newspaper that has decided in the past two years to go for flexo, many other papers remain undecided.

In Portland, Maine, for instance, Production Director Rodney says he is awaiting the results of tests to be conducted there beginning early next year. Previously, Rodney worked with ANPA/RESS technology at The Express of Easton, Pa., so he has witnessed newsprint waste reduction and other anilox benefits first-hand. But Rodney says he won't make a recommendation to Portland management until he sees how the Motter flexo unit there performs. A decision on what kind of press to buy is expected by next fall, and the new units would be installed by the end of 1989. Rodney says the testing may well lead to a selection of offset instead of flexo.

For those who remain on the fence, the recent recognition of flexo by the giant Goss company is one more factor to consider in assessing flexo's future in newspapering. Goss's participation in the flexo tests at The Washington Post surprised some observers, as did the company's announcement earlier this year that it would manufacture a flexo press.

As the largest press manufacturer in the world, Goss is so powerful and had seemed so reluctant to adopt the concept for newspapers that its testing and the subsequent product line expansion were widely viewed as the printing industry's final imprimatur for newspaper flexography.

"You have to give Goss credit for their marketing strategy," says Wright of The Miami Herald. "They convinced the newspaper industry that offset was the ticket. They virtually owned the offset market, and the last thing they wanted was for flexo to develop."

Not so, says Lester A. Kratt, Goss vice president and general manager. "We are not married to any one process. We don't necessarily want to be the first. We want to be the best. We want to produce the best printing process for our customers." Kratt says that he does not foresee a time when flexo will surpass offset in sheer numbers, adding that he believes flexo is still in the experimental stages and needs the challenge of more extensive daily newspaper production.

When Goss announced it would market a flexo press, Kratt said: "With the flexo press, the industry has a 'win, win' option—flexo or offset. The choice no longer hinges on the viability of a flexographic press design. It is now solely a matter of individual requirements and preferences."

Kratt's view is seconded by A.J. Schipke, director of sales and marketing for the flexo operations at Windmoeller & Hoelscher. "Flexo will not replace offset, and I expect both processes will undergo further advancements," he says. "I do not see that flexo will diminish the R-and-D efforts in offset. Rather it will probably result in more R-and-D dollars being spent in the research of anilox offset."

In fact, that seems to be the prevailing expectation: Flexography will continue to increase its share of the newspaper

market, but the demand for offset will continue as improvements are made to that process. In a Darwinian sense, both species will survive.

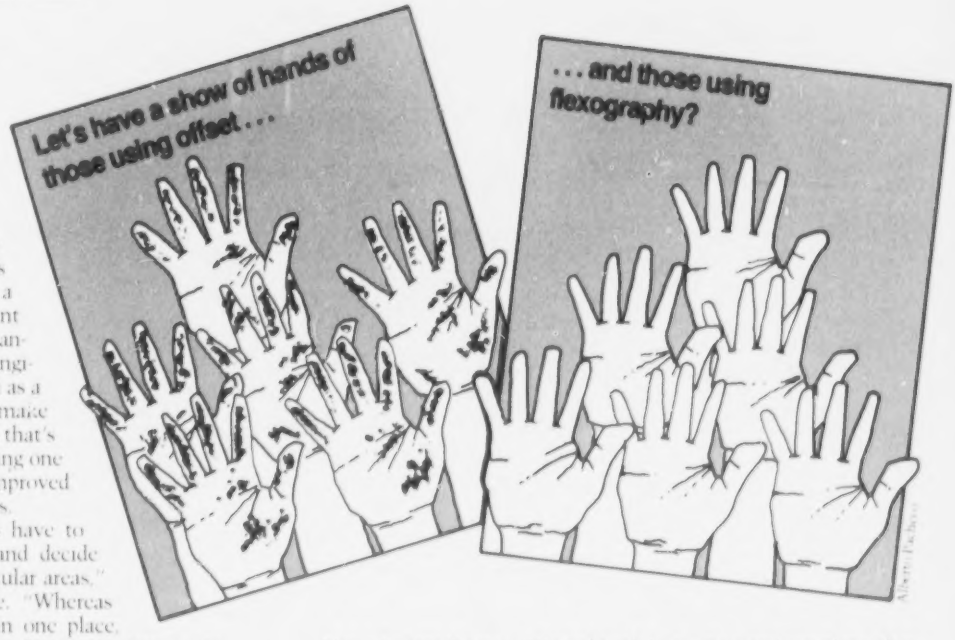
Growth is also expected in the business of converting letterpress presses to flexography. Neal Eaton, a spokesman for Publishers Equipment Corp., one of the companies that handles such conversions, says a re-engineered press may cost half as much as a new flexo press. It would not make much sense to convert a letterpress that's absolutely worn out, but modernizing one in fairly good condition offers improved print quality at great savings, he says.

"I think newspaper executives have to evaluate their own marketplace and decide what they need in their own particular areas," says Robinson of Fort Lauderdale. "Whereas offset might serve your purpose in one place, flexo might be better somewhere else. No two situations are alike, and decisions must be based on the needs of an individual area."

Among the newspaper organizations planning to test flexo before deciding which way to go are the Knoxville dailies and the San Francisco Newspaper Agency.

In Knoxville, Joe Horner, assistant general manager for the News-Sentinel, says: "We feel with letterpress and our plates that we do as good a job of quality printing as anyone else with letterpress, but we know it doesn't approach the quality of offset. We want to see what flexo can do for us."

At the News-Sentinel's parent company, Scripps Howard, National Production Manager Ralph Eary says only half jokingly "I'd like to see the whole world go flexo. It doesn't get a mess all



Italian newspapers take the flexo lead in Europe

While the number of newspapers testing flexography steadily increases in North America, interest has been slower to catch hold in most of Europe and the rest of the world.

A notable exception is Italy, where eight newspapers are using new Cerutti flexo presses. The first newspaper in the world to go completely flexo was Il Gazzettino in Venice. Lorenzo Jorio, managing director, says 1.2 million copies of the newspaper are printed flexographically each week.

"We are very satisfied by our choice to change from letterpress to flexo as we now have a more productive printing facility and improved printed newspaper," says Jorio, adding that he expects to see further improvements in printing quality.

Four other Italian dailies have joined Il Gazzettino in the all-flexo orbit: Il Tierreno in Livorno, La Republica in Milan, and IPSOA of Rome and Milan.

In addition, three other Italian newspapers print with flexo in conjunction with other printing processes. They are Il Mattino of Padua, Giornale Di Sicilia of Palermo and La Republica of Bari.

Observers say flexography has gained a toehold in Italy because Cerutti, which is located in Casale, did a good job of selling the merits of the printing process and also convinced the newspapers there that exchange rates and other factors made buying from an Italian firm attractive.

Not everyone in Europe is convinced flexo is the best course to take at this time, however. A.J. Schipke, director of sales and marketing for the Flexo Newspaper Press Group of Windmoeller & Hoelscher Corp., a West German company, says there is still a great deal of support for offset.

"Europeans have spent a considerable amount of time and money developing their offset market," he points out. "Offset press designs and methods of operation differ greatly for the shorter-run, high-quality European market. What they see from flexo right now is an intriguing process that falls short of their quality demands."

W&H has teamed up with another West German company, Koenig & Bauer, to sell flexo presses to the Guardian of London and the London Daily Mail, as well as to two newspapers in West Germany and one in the Netherlands. Many European newspapers are monitoring developments there, much as North American newspapers have tracked the progress of flexo testing at papers like The Journal and The Bulletin in Providence.

Modified flexo also has taken on an international flavor, as newspapers in Australia, Switzerland, the Netherlands and Japan are currently printing on letterpress presses equipped with anilox inking systems.

One such newspaper is Yomiuri Shimbun of Tokyo—the world's largest circulation daily newspaper, selling about 13.6 million copies a day. It has been using a modified version of the ANPAPRESS constructed by the Japanese press firm, TKS, since 1981. All of the newspapers' 81 presses were converted to anilox over a five-year period that ended this year.

Anilox inking and flexo have yet to conquer the world, but their presence is being felt. —*Rosalind C. Truitt*

over you when you read the newspaper, and it answers the ecology question. Flexo has a lot of things going for it. We just don't have the [ideal] plate yet."

In San Francisco, Lawrence L. Ingram, vice president and production director of the agency that prints the San Francisco Chronicle and San Francisco Examiner, says the letterpress presses there "should have been replaced a long time ago."

"My personal opinion is that flexo has already proven itself as a way to print newspapers," he says. "We want some experience with it, testing it in a production environment before we evaluate whether it's right for us and make a final decision."

But for every newspaper that has made some kind of commitment to flexo, dozens more remain undecided.

An example is The Wichita [Kan.] Eagle-Beacon. But Production Director Jack Breen says he doesn't regard flexo as an experiment any longer, and he indicates the Eagle-Beacon is leaning toward choosing flexo over offset as a successor to its aging letterpress presses.

"The proof is in the pudding," Breen comments. "They're getting the newspaper out every day in Miami and Long Beach and other places. I believe the process has proven itself. I know there are still bugs to be worked out, but that's even true of letterpress—and look how long it's been around. You can't sit around waiting for every little thing to be perfect. Somebody has to try it. Every day that goes by, more and more experience is gained, and the process gets better."

Testing and Use of Flexographic Printing by U.S. Newspapers

Newspaper	Equipment used	Flexo or Modified Flexo	No. of Units	Start-up	Color	Result
Gloucester County Times, Woodbury, N.J.	Goss letterpress	Modified	1	1978	No	Still testing
Boston Herald	Hoe letterpress	Modified	1	1979	No	Test ended [1983]
Express, Easton, Pa.	Scott letterpress	Modified	6	1981	No	Daily production
Sarasota [Fla.] Herald-Tribune	Faustel	Flexo	1	1981	Yes	Bought offset [1982]
Journal-Bulletin, Providence	Motter, Windmoeller & Hoelscher and Koenig & Bauer	Flexo	3	1981	No	Bought flexo [1984]
Tennessean and Nashville Banner	Flexo-O-Line	Flexo	1	1981	No	Test ended [1982]
Pittsburgh Press	Hoe letterpress	Modified	1	1981	No	Still testing
Quad-City Times, Davenport, Iowa	TKS	Modified	1	1980	Yes	Daily production
	Hoe letterpress—retrofit of K&F Manufacturing	Modified	6	1981	Yes	Daily production
New York Daily News	Goss letterpress—conversion of Koppers	Flexo	1	1983	No	Test ended [1985]
Atlanta Journal, Constitution	Motter	Flexo	2	1983	Yes	Bought offset [1983]
Herald and Review, Decatur, Ill.	Hoe letterpress—retrofit of K&F Manufacturing	Modified	7	1983	Yes	Still testing
Fort Lauderdale News, Sun-Sentinel	Windmoeller & Hoelscher and Koenig & Bauer	Flexo	4	1984	Yes	Still testing
Miami Herald	M.A.N.-Roland U.S.A.	Flexo	7	1984	Yes	Still testing
Press-Telegram, Long Beach, Calif.	Motter	Flexo	4	1984	Yes	Still testing
Washington Post	Goss letterpress—conversion of PCMC	Flexo	8	1984	Yes	Still testing
Denton [Texas] Record-Chronicle	Hoe letterpress—conversion of PEC	Flexo	2	1986	Yes	Converting to flexo
Knoxville [Tenn.] Journal, News-Sentinel	Hoe letterpress—conversion of PEC	Flexo	2	1986	Yes	Beginning testing
San Francisco Chronicle, Examiner	M.A.N.-Roland U.S.A.	Flexo	2	1987	Yes	Decision in 1987
Peninsula Herald, Monterey, Calif.	Rockwell International (Goss)	Flexo	7	1989	Yes	Bought flexo [1986]
Modesto [Calif.] Bee	Rockwell International (Goss)	Flexo	7	1988	Yes	Bought flexo [1986]
Portland [Maine] Press-Herald, Evening Express	Motter	Flexo	1	1987	Yes	Decision in 1987

[1]Retrofit of ANPAPRESS®
[2]Eighteen units to be added
[3]Two additional units to be converted

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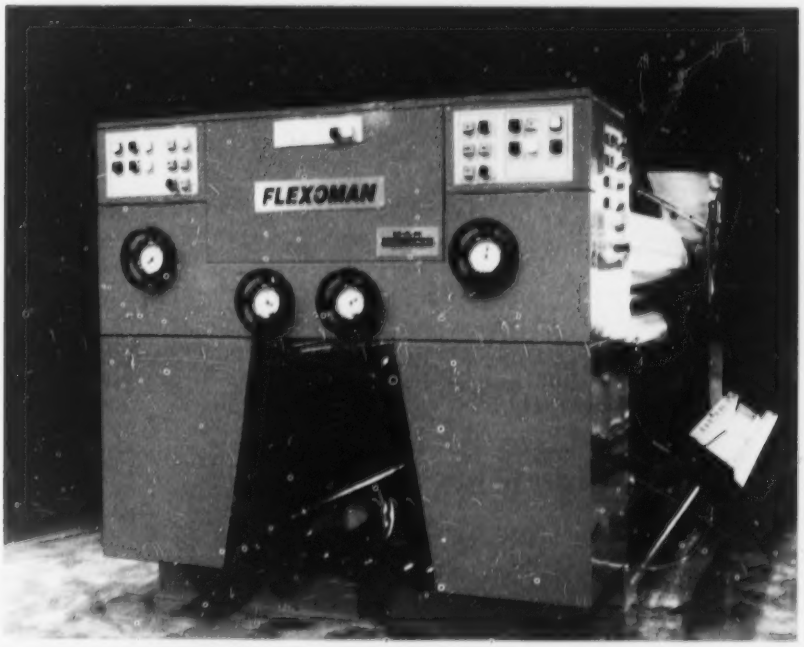

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Crash Course Prepares Minorities For Newspaper Management

BY J. FRAZIER SMITH

(Editor's note: The Multicultural Management Program is a four-week training program sponsored by the School of Journalism at the University of Missouri. The program is an effort to increase the number of minority media managers by showing how a journalist's cultural background is an asset and not a liability. The next session is Sept. 13-Oct. 9, 1987. For information, write MMP Director Ben Johnson, Box 838, Columbia, Mo. 65205; [314] 882-1581.)

Fifteen of this nation's minority journalists got together recently at the University of Missouri to be immersed in the subject of newspaper management, a field mostly filled by white males.

The event, called the Multicultural Management Program, was a raving success. I know because I was one of the 15 fellows who made the program's maiden voyage in Columbia, Mo.

Yes, this is a self-congratulatory admission. And, no, I am not ashamed. I'm never ashamed of acquiring more education, because I'll never lose its reward.

The program teaches that diversity in the newsroom and in newspaper management—diversity in the form of minority journalists who can offer broader viewpoints and insights—should be an asset and not a liability.

I adopt this ideal wholeheartedly. But I am sure there are some, perhaps many, among you who are saying, "I guess now you fellows want to take over your newsrooms and become managers based on one short course."

Believe that none of us who occupied that bunker of a conference room at Gannett Hall for four weeks—probing and assaulting our lecturers from American newsrooms large and small, role-playing through the several case studies presented us, and creating our own five-year strategy for The Dallas Morning News in its competition with the Dallas Times Herald—think we know it all. At least not yet.

But also believe that we, having gone through the course, now have the basic tools to assume newsroom management posts very soon, at least theoretically.

It was no easy course to navigate, this management program.

Program leaders—Executive Director Ben Johnson of the Detroit Free Press and his wife, Associate Director Mary Bullard-Johnson—bombarded us with practical

Smith, 26, is a sports copy editor for The Cincinnati Enquirer. He attended Texas Christian University and holds a bachelor's degree in journalism from Indiana University.

Mike Davis

Discussing a small-group exercise are MMP participants (from left) Deborah Howell of the St. Paul Pioneer Press, Guillermo Martinez of The Miami Herald, Eneid Routte-Gomez of the San Juan (Puerto Rico) Star and Rodney Brooks of USA Today.

and theoretical definitions of multiculturalism during the first week. We learned from industry leaders such as Monte Trammer, assistant to the publisher of the Poughkeepsie (N.Y.) Journal, that managers are chosen largely because they are liked by their bosses.

That first week caused many of us to wonder aloud why we had been chosen by our bosses for the program. Was it because our bosses perceived us as being like them?

The second and third weeks we searched the American Society of Newspaper Editors' management handbook and other documents to dissect the heavy subjects of management style, the ethical considerations behind running a newsroom, and the economic considerations of newspapering with emphasis on being almost Scrooge-like in maintaining and fattening the bottom line. After all, this is a business.

And now I know the concepts of preprints versus run-of-paper advertising. I know why advertisers keep both eyes peeled on CPMs (cost per thousands). I know about setting values and making business and personnel decisions based on those values. I know about the need to increase revenues annually while trying to maintain journalistic integrity.

After hearing from Austin (Texas) American-Statesman Publisher Roger Kintzel, newspaper analyst John Morton and others, we spent the fourth week formulating our game plan for The Morning News and how we would earn money for and expand the horizons of that newspaper. We decided to expand its commitment to adding cultural diversity to its staff and to its marketing, circulation and production plans. Our overall plan for the paper is contained in a 116-page report.

Perhaps the most stunning gem to emerge from the program is that one white woman, two Hispanic women, one Native American woman, five black women and six black men took to each other so well and created an everlasting, family-like bond. We even created a fraternal organization of sorts, tagged Mu Mu Pi (as in **M**ulticultural **M**anagement **P**rogram).

It's kind of like the American patchwork quilt in real life.

We often joked of traveling en masse to a newspaper in the Pacific Northwest (where one of our lecturers works) and, after managing somehow to be hired, run the paper as we'd been taught. We also sat silently and listened in horror to how one major Midwestern newspaper mishandled a situation involving white and black staffers.

But reality being what it is, we realize that our central mission in all of this is to spread the message of the multicultural imperative for journalism. We have to teach it despite the silence we're bound to receive from our colleagues—black and white and Native American and Hispanic and Asian American.

The key, of course, is to have this message echoed from the publisher's office in every newspaper in the country.

The time to open the gates of power in newsrooms and share the making of news decisions with minorities passed long ago. Once our readers see us covering them with reporters—and managers—from all cultures, then and only then will they accept us as true and fair newspaper representatives of their towns and cities. □

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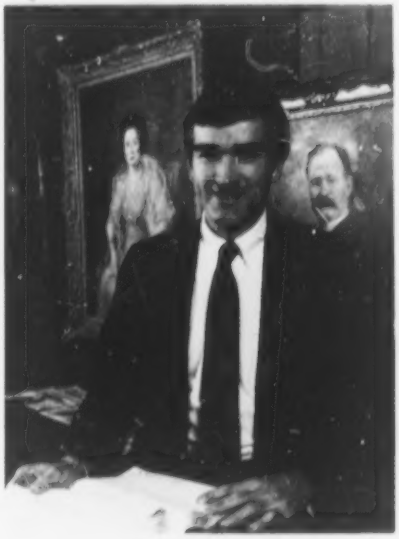

Thomas D. Shaw

For the Shaws, Family Is What It's All About

BY MARGARET GENOVESE
presstime staff writer

The B.F. Shaw Printing Co. owns five daily and 10 non-daily newspapers in Illinois and Iowa. But the company's general manager says it's not a newspaper chain. "We don't consider ourselves a 'chain' or a 'group,'" says Thomas D. Shaw. "We consider ourselves a 'family of newspapers.'"

If a person's driving force could be summed up in one word, that word for Shaw would be "family." As much as it dominates his business view, so does it define his personal life.

In the business context, Shaw explains why he refers to the company's newspapers as a "family": Although all the newspapers bear the Shaw name, they have "strong autonomy," and so long as they stay within certain performance standards, they have the freedom to "be themselves"—like members of a family.

He ought to know about families and newspapers. His family has been in the newspaper business for 135 years. Now 38, he entered the business at the age of 22, two years older than his great-great-grandfather Benjamin F. Shaw was in 1851 when he took over as publisher of the then five-month-old Dixon (Ill.) Telegraph, the company's flagship newspaper.

Today, when some family newspaper firms are foundering, the Shaw family enterprise is flourishing into the fifth generation and is the oldest one with continuous family ownership in Illinois. In addition to its newspapers, it has 12 shoppers and seven commercial printing operations.

Edward H. Jenison, publisher of the independently owned Paris (Ill.) Beacon-News, calls the company "healthy and high level" and "probably the most outstanding family-dominated group" in the state. The Shaws, he says, "are all professionally competent, they are civic-devoted and they just do an all-around good job."

The company has headquarters in Dixon, a community that has received considerable attention as the hometown of President Reagan. Coincidentally, company founder B.F. Shaw was one of 12 editors who met in 1856 and founded the Republican Party in Illinois. Also present at the meeting was a former one-term congressman, Abraham Lincoln.

Later, Shaw left the state for a time and went west looking for gold. When that didn't pan out, he got a job as a printer in Colorado and set type for the first edition of the Rocky Mountain News in Denver before returning to Dixon.

B.F.'s great-great-grandson Thomas Shaw also ventured to Colorado as a young man—to study business at Colorado College in Colorado Springs. While in college, he worked for a circulation promotions company and sold subscriptions for the Colorado Springs Gazette. After graduation, he, too, returned to Dixon and joined the newspaper.

Shaw began in the circulation department and then, like many newspaper heirs, embarked on a management training program, spending time in each department. When the general manager died in 1975, he took over the position and held it until last May when he was named general manager and chief operations officer of the entire company.

Shaw says his goals are "two sided." On the business side are plans to increase profit and improve the editorial product.

Then there is "the family side." His primary job there, he says, is to try to ensure continued family unity, which is all-important if the company is to achieve its business-side goals.

Two other fifth-generation Shaws—his cousins—also are active in the business. William E. Shaw is publisher of the Dixon paper; Robert A. Shaw is publisher of Northwest Newspapers, a division composed of a daily in Crystal Lake, Ill., and several weeklies. All three are in their 30s; Thomas is the oldest.

Their fathers also hold positions in the company. Thomas Shaw's father, B. Douglas Shaw, is chief executive officer and E. K. Shaw is president. Thomas Shaw's grandfather, Benjamin T. Shaw, is chairman of the board and publisher emeritus in Dixon.

Robert Shaw describes his cousin as "a real high-energy type" of person. "Some companies get kind of stale and stagnant; I think he's real open-minded to change."

That attitude reflects the history of the company, which long has been in the forefront of newspaper innovation. Its newspapers were among the first in the Midwest to go to offset printing. Today, Thomas Shaw is enthusiastic about Apple Macintosh personal computers and LaserWriter printers at his newspapers.

Although it constantly gets purchase offers, the company, owned by a trust established by Thomas Shaw's great-grandmother Mabel Shaw, is not for sale. On the contrary, Shaw says it may buy additional dailies in the 10,000-20,000 circulation range and large suburban weeklies. "Although we more than likely will not be able to compete with the top-dollar offers of some of the bigger groups, if the owners have a concern for the paper's role in the community and the existing personnel that are there, we feel we have a lot to offer," he says.

The future of the company someday will be in the hands of the sixth generation of Shaws, and a few already are showing an interest in the business. Although he decided early that he wanted to go into the family business and "never looked back," Shaw says there is no pressure on family members to enter the business.

A deeply religious man, Shaw recently headed a church school building fund drive and teaches Sunday school to third graders. His business stationery contains this biblical quotation: "Any enterprise is built by wise planning, becomes strong through common sense, and profits wonderfully by keeping abreast of the facts."

But it is family that dominates his personal life, as much as it does his business. He and his wife, Tammy, have five children, ranging in ages from two to 12. Their youngest was adopted from a Korean orphanage.

The Shaws also are licensed foster parents. Their home has enough space to accommodate a large family, says Thomas Shaw. "We have space in our hearts, too."

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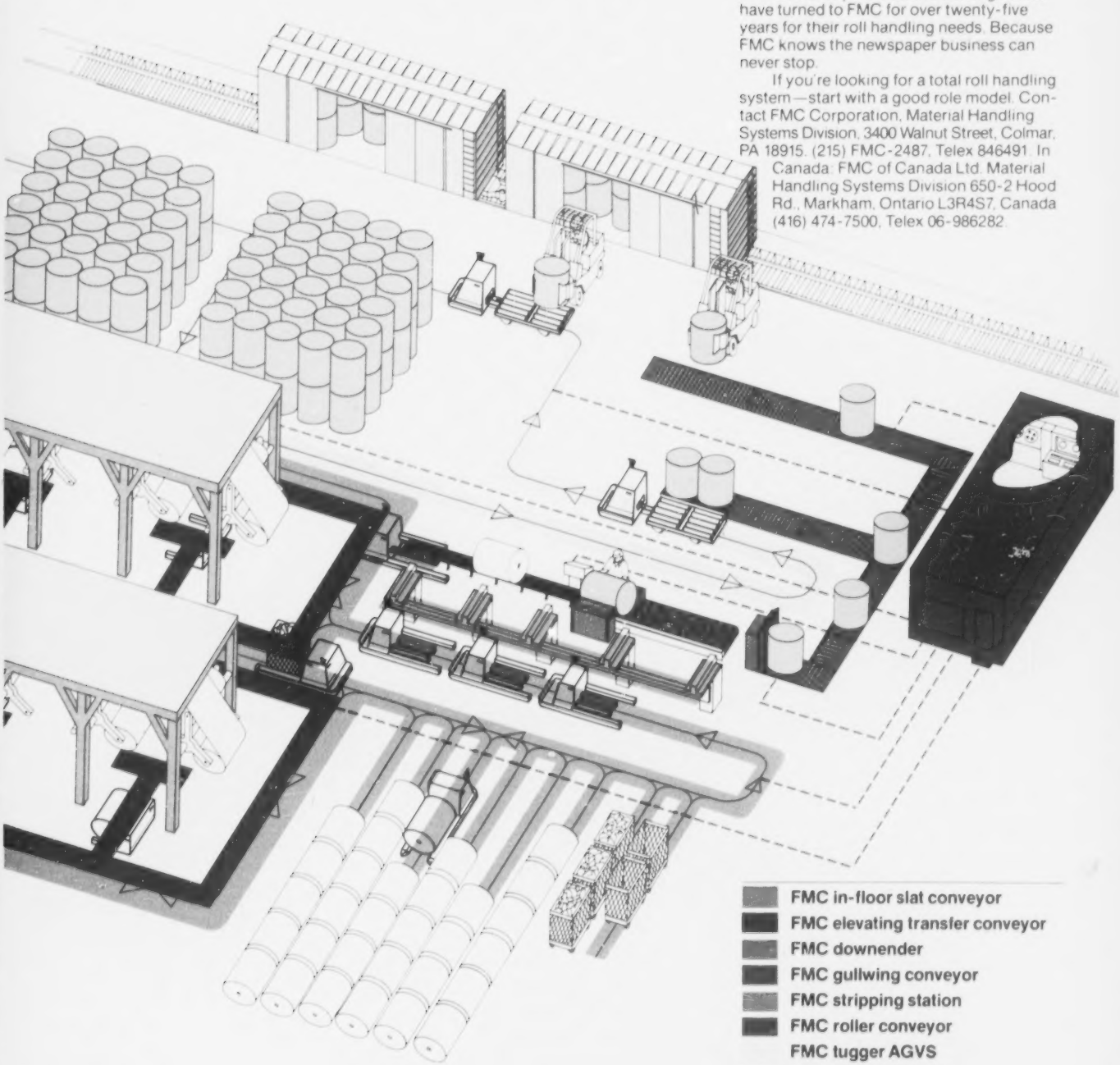

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Answers to Newspaper Prayers Depend on Greater Commitment

BY ROLFE NEILL

Measured against the journalism of 100 years ago, we are doing an excellent job. But when we compare ourselves against the standards of what we should be—and of what we are capable of becoming—then I think we must give the American press a mediocre grade. Perhaps a C, certainly no more than C+.

There are at least four "unanswered prayers" in our business, and they go like this:

- Lord, why don't they respect us?
- Please, Lord, increase my circulation penetration.
- Honest, Lord, I would hire one if I could find a good one.
- If I paid more, Lord, would I have a better staff?

Respect. Folks don't respect newspapers as much as they once did. There are many reasons, of course, and chief among them is that respect for all institutions has declined; it doesn't matter if it's the papacy or the presidency.

But there's another reason that we've slipped with the public. This time it's performance-based: People often don't like what they read in the newspaper we sell them. Or in other cases, they are unhappy with what we have failed to print.

All of this falls under the rubric of credibility, a topic much discussed in recent years. Those of us who believe we lack sufficient credibility frequently find ourselves arguing with other newspaper brethren who think that it's love we seek from the reader. It's respect I want, not love. Unfortunately, many credibility repairs go unmade because defensive newspaper people see this whole area of discussion largely as self-abasement.

The public is suspicious of us based on its contacts with us. When it's an event or subject about which they have personal knowledge, they often spot inaccuracies or incompleteness in our accounts. They are frustrated at trying to pierce the "iron curtains" of our offices. When they do talk with us, they often deal with reporters and editors whose values differ greatly from theirs. Religion, sex, traditional patriotism—we are different in so many ways from our readers. We don't need to become like them, but we must acknowledge those differences. Having done that, we can set about the corrective offsets in our news reports.

Rolfe Neill

Take the matter of religion. Ours is a religious nation. The biggest crowds on Sundays aren't at the pro football games but in the community's churches. Yet you would never know that from reading Monday's newspaper. That's because the average newspaper person doesn't see much news in religion. In fact, newspaper people are anti-organizational by instinct, and that's why so much of the press is indifferent to the many warrens of organized civic life about us. Most city editors might be astounded to know what Jonathan Kozol discovered as he interviewed hundreds of illiterates throughout America. What is the No. 1 reason these people yearn for the capacity to read? They confided to Kozol it's so they can read the Bible.

Circulation. Please, Lord, increase my penetration. The number of customers we can deliver to advertisers is the cornerstone of our rate card. We start with sensitizing editors, but that's just a beginning.

The public is suspicious of us based on its contacts with us.

Most folks in our newsrooms would be surprised to learn that we're rewriting 60, 80 or 110 percent of our home-delivery base every year. Let them knock on some doors trying to sell the paper. Have them take phone complaints for several days in the circulation department. Tie part of the editor's compensation to the circulation numbers. Why shouldn't his or her pay be linked to increased penetration? After all, circulators don't design the product; they merely try to overcome all the inherent defaults in order to make the sale.

When you see your editor and circulator having lunch together occasionally, when you see one of them in the other's office every day, then you know you're on the way to increased penetration.

If you tolerate late copy, let editors bust press times, permit the editor to stop the press without consulting the circulation manager for its effect on delivery schedules—then you are perpetuating editorial privilege at the expense of other departments. An editor who does not respect deadlines does not respect other people.

Minorities. Honest, Lord, I'd hire one if I could find a good one. Our nation is about 20-percent minority, with Hispanics the fastest growing segment and one that will in a few decades outnumber blacks. Yet, 60 percent of our newsrooms have not a single minority employee. Nationwide, only 6 percent of our newsroom employees are minorities.

Lay aside morality for a moment and just consider the pragmatic marketing question: How can you design a product for people about whom you know little or nothing and with whom you have little or no contact? The answer is that we can't—and don't.

Back to morality. A pluralistic country cheats itself when one of the principal

Neill is chairman and publisher of The Charlotte Observer. This article is adapted from his recent speech to the New England Newspaper Association.

organs responsible for preserving democracy is itself a ghetto. When the only glasses through which society is observed are worn by a white, middle-class reporter or editor, the view is bound to be incomplete.

But where do I find one? We need to look for more than one, but we know that the minority pool of potential employees isn't as large as the white group. But there is minority talent available if we will:

- Search for it with diligence. The American Society of Newspaper Editors has a very helpful program to assist in minority recruitment. ANPA also is finally revving up.
- Recognize that for some minority hires, individualized attention must be given to help them achieve job success.
- Encourage an acceleration of minority talent accumulation by supporting programs in schools and business that provide special opportunity.

Incidentally, for our newspapers to make all this happen, it is not sufficient to say there is a commitment. There must be an *inconveniencing* commitment. The three steps outlined entail extra effort and a greater-than-ordinary willingness to make sure minority hiring succeeds.

Publishers and editors must believe in the program enough to insist on implementation. Can you think of a better way to celebrate the 200th birthday of our Constitution next year than practicing its percepts within our own shop?

Newsroom staff. Lord, could I get better people if I paid better money? Addressing newspaper capitalists, do I really need to answer that question? We do need to be mindful of the pool from which we draw. Does it concern us that we get the young people who score only at the national average on their SATs? That is, 906.

Conservative critic Irving Kristol says media today are infected with a "mindlessness. . . . One reason for that mindlessness is that the quality of people now entering the media is very poor. . . . On the whole, bright students do not go to schools of journalism. The very bright go on to work in the sciences. Those at the second level go to professional schools, such as law, or on to graduate work in the humanities and social sciences. At the third level, students go into schools of business; at the fourth level, students go into schools of journalism and, at the fifth level, students go into schools of education."

Our critics expect better of newspapers—and so should we. A newspaper begins with a vision shared by an editor and a publisher. The reality of that vision is accomplished through a staff. Hiring on the cheap and hoping to get a year or two from young people before they move on is a longstanding approach by a majority of newspapers. Yet these same newspapers regularly have pre-tax margins of between 15 and 30 percent, or more.

We will never raise the level of journalism until we get better minds into our newsrooms.

The publicly traded newspaper companies have price-to-earnings ratios of 20, 21. Contrast that with the stock market as a whole where the average is more like 15. Newspapers command these 30 percent premiums because they make money far above the average of any of the advertisers who support them. Is it too much to ask that we spend some of these profits in recruiting, training and retaining a better staff?

We will never raise the level of journalism until we get better minds into our newsrooms. Are we willing to settle for the mindlessness described by Kristol?

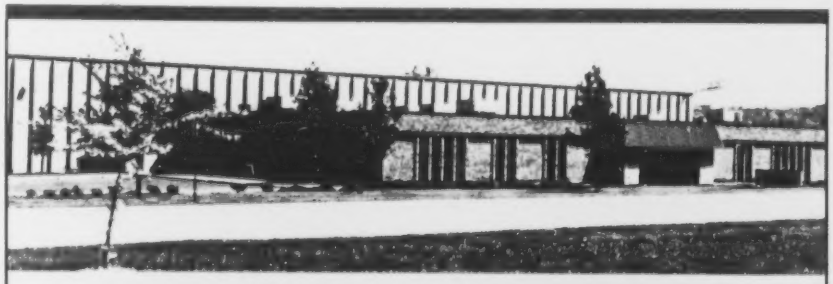
If newspapers had brighter people who were more knowledgeable about economic matters, then we wouldn't have slept through the breakup of AT&T. The oil crisis of the 1970s would have been written about in a way that prepared the American people. We would avoid the trap of over-dramatizing every baby step in medical and scientific research. The list of our inadequacies is long, horrifyingly long. But it costs money to attract and keep smart people. Starting salaries for J-school graduates who entered daily papers last year was $13,500. Contrast that with $17,500 in the humanities, $18,500 in social sciences, $24,900 for computer sciences and $27,500 for electrical engineers.

Ours is a trade, to be sure. But for most of us, it's also a calling. We do care about what goes into our newspapers. We do aspire that tomorrow's edition be better than today's. But we're deluding ourselves to think we can achieve and sustain excellence without paying the necessary assessment.

Frank Munsey was a newspaper conglomerator of the last century. I don't know what his "unanswered prayers" were, but I can tell you what William Allen White wrote of him when he died:

"Frank Munsey, the great publisher, is dead. Munsey contributed to the journalism of his day the talent of a meatpacker, the morals of a money changer and the manners of an undertaker. He and his kind have about succeeded in transforming a once noble profession into an eight percent security. May he rest in trust."

If our obituaries were in tomorrow's newspaper, what would they say of our stewardship?



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LEGISLATION

Tighter information curbs sought

The director of the Central Intelligence Agency wants Congress to enact a law that "unequivocally" makes it a crime to leak classified government information to the press.

William J. Casey said the espionage conviction of former Navy analyst Samuel L. Morison for supplying classified photographs to a British publication has stirred up debate about "the proper reach of the espionage statutes."

"There has been a great hue and cry that Morison is not a spy," Casey said in a Nov. 14 speech to the Communications Law Program of the Practising Law Institute in New York City. "That's bunk. Nobody said he was a spy. He was convicted of violating a section of the law which prohibits the disclosure of classified U.S. government information to unauthorized persons. That's exactly what he did."

Nonetheless, Casey said he believes the "national interest" would be best served by a new law that "unequivocally expressed Congress' intent to punish unauthorized disclosures of classified information." He said the law should apply to persons who "intentionally disclose classified information, knowing or having reason to know" it is classified.

Morison has appealed his conviction to the 4th U.S. Circuit Court of Appeals. ANPA is considering filing a friend-of-the-court brief in the case [presstime, May 1986, p. 59].

In a related development, a survey of high-ranking federal government officials (including members of Congress) who served between 1963 and 1983 found that 42 percent had leaked information to the press. Nearly 500 responded to the survey that was conducted by Martin Linsky, lecturer in public policy at the John F. Kennedy School of Government at Harvard University.

Among the leakers, 78 percent said they did it to counter false and misleading information; 40 percent said they did it to develop good relations with the press.

COURTS

Washington Times in tussle over issue ad

The District of Columbia Superior Court denied a request that it order The Washington Times to carry a full-page, issue-oriented advertisement.

The Coalition for Constitutional Justice and Security had sought a temporary restraining order and a preliminary injunction that would have required the Times to publish the ad Nov. 3.

In a suit filed Oct. 24, the coalition charged that the Times breached its contract with the organization when it rejected the advertisement after accepting copy and payment.

The parties are conducting settlement negotiations, according to their attorneys.

The advertisement in question featured the headline: "Could Nicholas Daniloff Get a Fair Trial in the Soviet Union? Can Anyone? Then Why Is a U.S. Agency Cooperating with the KGB to Turn American Citizens Over to Soviet Justice?"

The Times contends "it has a right to make determinations as to what advertisements to carry in its newspaper, just as the United States Supreme Court has established on numerous occasions," said its attorney, Allen V. Farber.

Newspapers win two New Jersey libel cases

The New Jersey Supreme Court issued two decisions expanding protection of the press in libel cases in that state.

In the first case, the court said "actual malice"—the standard applied in cases involving public figures—must be proved in cases where a private person, "with sufficient experience, understanding and knowledge," enters into a transaction that "implicates a legitimate public interest."

The ruling overturned a $1-million jury verdict awarded a former bank official in a case involving The Courier-News of Bridgewater.

In the second case, the court said actual malice must be proved in cases involving some consumer products. It reaffirmed lower-court decisions dismissing a suit brought by Dairy Stores Inc. against Sentinel Publishing Co. of East Brunswick.

REGULATIONS

More newspapers adopt racial-balance ad policies

A group of five daily newspapers in the Washington, D.C., metropolitan area has adopted a policy requiring real estate display advertisers to have blacks account for at least 25 percent of the people shown in their ads.

Acting at the urging of the Lawyers' Committee for Civil Rights Under Law, The Journal Newspapers also agreed that the Equal Housing Opportunity logo will appear in the ads in the size specified in the U.S. Department of Housing and Urban Development's fair housing advertising regulations. The agreement is virtually identical to one adopted earlier by The Washington Post [presstime, Sept. 1986, p. 38].

In other developments relating to federal and state fair housing laws:

- The Los Angeles Times has entered into discussions with the California Department of Fair Employment and Housing to resolve a complaint filed by a local fair housing council that it accepted real estate display ads depicting only blacks, only Asians and mostly Hispanics.
- The Justice Department's Civil Rights Division has clarified its Fair Housing Act enforcement policy, saying it will not take action where sexual preferences are stated in ads involving shared facilities—generally advertisements for roommates or housemates. It said the position is consistent with HUD's advertising regulations.

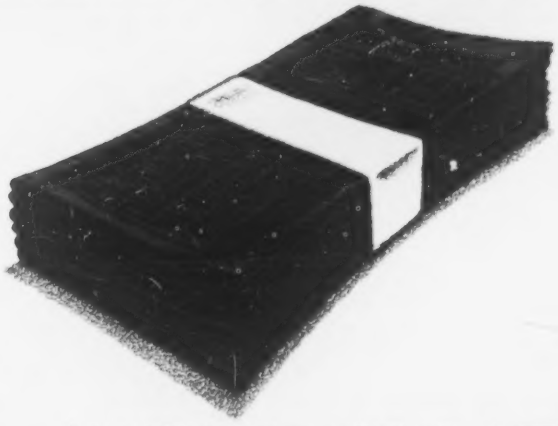
The division issued the clarification in response to questions that arose after it filed suit against the Clarion-Ledger of Jackson, Miss., alleging that the newspaper had violated the act by publishing housing rental ads that indicated limitations or preferences based on race, religion or sex. The case was resolved by consent decree [presstime, Sept. 1986, p. 38].

'Smokeless' rules issued

By Feb. 27, 1987, all print advertisements for smokeless tobacco products must carry one of three health warning messages in a circle-and-arrow format.

The final rules, issued Oct. 24 by the Federal Trade Commission, differ somewhat from those originally proposed [presstime, Aug. 1986, p. 36]. They require larger messages in some cases.

WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



A newspaper that's benefited from the libel and privacy seminars of Mutual Insurance.

Preventing libel and privacy suits can save a newspaper a lot of money, but keeping up with the rapid changes in the law is a difficult task. That's why the reporters and editors of so many newspapers attend "How To Prevent Libel and Privacy Suits," a seminar offered by The Mutual Insurance Company of Hamilton, Bermuda.

Offered in half-day and full-day sessions, this seminar presents the facts behind recent cases affecting the current status of libel and privacy law, using actual stories, columns, cartoons, and photographs to illustrate important concepts. Seminar leader Barbara Dill is an experienced professional in the field of libel and privacy law, whose incisive commentary and exciting classroom method have been hailed by editors, reporters, and photographers across the country.

Offered to publications insured by Mutual as well as to press associations, this seminar gives journalists the insight they need to do their jobs with a minimum of risk. For more information on this unique opportunity, contact Barbara Dill at (305) 856-2965.

The Mutual Insurance Company Of Hamilton, Bermuda

Providing Protection For The Press

P.O. Box 1179, Hamilton 5, Bermuda; (809) 292-7633
(Send all mail via OVERSEAS AIRMAIL)

Newspapers urged to consider voice mail for their operations

Two important developing trends in telecommunications for newspapers are voice mail as a means of reducing costs and as a revenue-generator, according to Deborah Walker, ANPA telecommunications specialist.

Voice mail was introduced several years ago as a "glorified answering machine," Walker told participants at ANPA's telecommunications seminar Connections 1986, which was held Nov. 18-19 in Washington, D.C.

Voice mail has evolved into practical applications for every newspaper department, she said. For instance, instead of having to make repeated phone calls or being placed on hold:

- News sources can leave messages for reporters who are tied up on other phone calls.
- Customers can leave messages for circulation distributors regarding delivery problems.
- Salespeople can spend more time on the road without missing important calls.
- Managers can leave instructions for employees.

Besides lowering phone costs, voice messaging also is emerging as a way for newspapers to increase revenue, she said.

In classified advertising, newspapers can provide an optional voice mailbox service—for an extra fee—that frees the customer from having to sit by the phone. Instead, the customer can collect all the calls at his or her leisure. Similarly, classified ads can be taken by the newspaper electronically, eliminating the need for employees to wait for the phone to ring.

In display advertising, an advertiser can list in the ad a telephone number for shoppers to call. A caller could listen to a description of merchandise and order it by phone. The newspaper charges the advertiser for the service on a per-call basis or on a flat fee, depending on how the rates are worked out, Walker said.

"Newspapers that are learning to consider telecommunications as part of their strategic business plans are finding that it's worth the effort," she said.

The workshop, second of its kind sponsored by the Association, attracted 54 participants from the newspaper business and featured 20 speakers who came from newspapers across the country and from segments of the telecommunications industry. □

Electronics are being employed to speed distribution of press releases, other data

Electronic mail and FM radio are being used more frequently to speed distribution of press releases and other information originating in Washington, D.C.

In November, an electronic mail service known as U.S. Newswire began transmitting press releases from Capitol Hill.

U.S. Newswire is the creation of William McCarren, former marketing director of PR Newswire of New York City, a wire specializing in financial news releases.

Already on line for the new service are major wires, press galleries in the U.S. Capitol and Washington bureaus of most of the nation's largest newspapers, McCarren said.

An older, established service is a Dialcom, which is used by eight federal agencies including the Department of Agriculture and NASA. Dialcom offers news releases usually within minutes of their release for a minimum charge of $25 a month.

The FM radio transmission service, Infowire, is operated by MultiComm Telecommunications Corp., formerly Mutual Broadcasting System. It transmits transcripts of press briefings, speeches and interviews via satellite to FM radio stations throughout the United States. The stations then broadcast the data over inaudible frequencies to personal computers and print-out machines.

Recipients already include media companies, other private businesses and embassies.

For example, members of the Utah congressional delegation can now transmit press releases, announcements and other messages directly to the Washington bureaus of The Salt Lake Tribune, The Deseret News, Scripps League Newspapers and other Utah news outlets. Infowire Director C. Patrick Thorne, a former Utah newspaper reporter, arranged the Utah congressional-media hookup as a test for the Infowire system. □

ANPA concerned over possible Bell ad service

ANPA has filed comments in U.S. District Court recommending that if Southwestern Bell Corp. is allowed to form an advertising company as it has requested, it should not be allowed to provide the advertising services to its own subsidiaries.

ANPA's comments are in response to Southwestern Bell's latest effort to enter the advertising brokerage field by preparing ads and placing them in the media.

The Justice Department recommended Oct. 30 that Southwestern Bell Corp. be granted a waiver to do so. ANPA stated in its comments Nov. 13 that Justice had failed to address the possibility that the company would have the incentive and opportunity unfairly to undercut advertising competitors.

ANPA said Southwestern Bell could do this by having its advertising subsidiary sell the service at excessively high rates to Southwestern's other subsidiaries, including its regional operating telephone company, four Yellow Pages and directory companies and two telephone-distributing firms.

The profits from the excessive rates could be used by Southwestern Bell's advertising subsidiary to undercut prices of advertising competitors elsewhere and drive smaller advertising brokers out of business, ANPA contended. And Southwestern Bell telephone users would pay for the excessive rates, it added.

If a waiver is issued allowing Southwestern Bell to set up such an advertising subsidiary, the proposed order should be modified to prevent the company from providing the services to its own telephone operating company and other subsidiaries, the Association said.

The motion for the waiver and ANPA's responding comments are now before U.S. District Judge Harold H. Greene, who presided over the breakup of AT&T [presstime, Nov. 1986, p. 54].

Greene earlier restricted similar waiver requests concerning the insurance business.

Meanwhile, on Nov. 14 NYNEX Corp., another of the seven Bell regional companies, also filed a request for a waiver to enter the advertising business. NYNEX said in a letter to the Justice Department it would agree to be bound by the same terms proposed for Southwestern Bell. □

Telecommunications equipment listed in ANPA publications

Many newspapers are paying too much for telecommunications equipment and receiving too little, according to a report prepared by the ANPA Telecommunications Department.

The report, titled "It's For You," is based on a survey conducted last winter. The survey shows, according to Deborah Walker, ANPA telecommunications specialist, that many newspapers do not know what their telecommunications equipment is costing, and that they could be receiving far better service for less cost.

The 13-page report in magazine format has been sent to all member newspapers.

In addition, newspapers that participated in the survey will receive a copy of *It's for You: A Newspaper's Guide to Telecommunications Equipment, Management and Consultants.*

The 112-page guide contains alphabetical lists, by state, of every ANPA-member newspaper that has installed telecommunications equipment, the type of the equipment, and names, addresses and telephone numbers of the person to contact at the newspaper for additional information. Circulation figures are included so newspapers of the same size can compare their telecommunications needs.

A second section of the guide contains lists of telecommunications equipment companies by state, the equipment and services they offer, and the names of individuals at newspapers who have used these companies.

Additional copies of the "It's For You" executive report are available for $5 each for ANPA members, and $20 for non-members. The resource guide is $30 each for members and $60 for non-members. There is a reduced price for an order of both books: $32 for members and $75 for non-members.

Bell sues Cox over cellular sale

Cox Enterprises Inc. of Atlanta has been sued by PacTel Mobile Companies for more than $100 million because, PacTel charges, Cox reneged on a promise to sell its share of a cellular telephone and pager company to PacTel.

Cox announced last April 8 it was going to sell its 90-percent interest in the St. Louis-based cellular system, which is called CyberTel [presstime, May 1986, p. 66]. PacTel alleges that it bid on the cellular system on June 18 and was told by bankers handling the sale that its bid was the largest received.

The suit was filed after Cox announced it would sell its 90-percent share to David A. Bayer, president of CyberTel and holder of the other 10 percent. The sale price was not disclosed.

A Cox spokesman said the firm views the suit as frivolous and without merit.

PacTel is a subsidiary of Pacific Telesis, one of the seven regional Bell operating companies.

IT'S FOR YOU

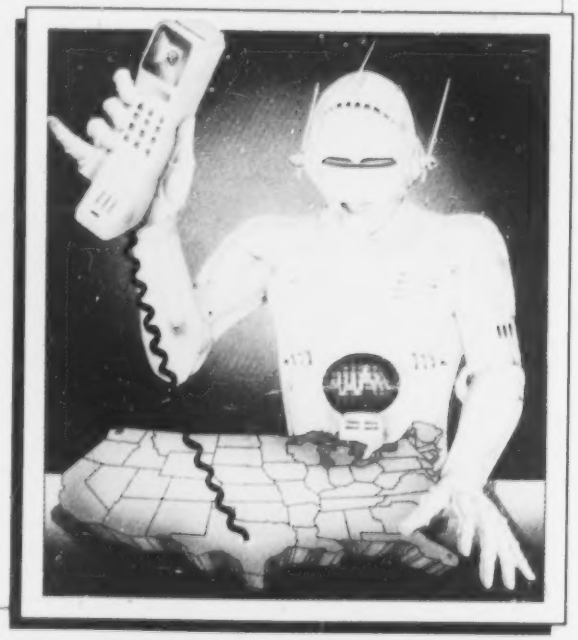
A Newspaper's Guide to Telecommunications Systems & Services

Are you getting the most for your telecommunications dollar? Find out in **IT'S FOR YOU**—a two-volume report based on a survey conducted by ANPA's Telecommunications Department that highlights newspapers' telecommunications activities.

- Volume I: ***An Executive Report*** on newspaper telecommunications management practices. What works, what doesn't work, and why.
- Volume II: ***A Resource Directory*** listing equipment and telecommunications contacts at individual newspapers, plus a special consultant list that highlights member-recommended telecommunications consultants with *newspaper experience.*

Telecommunications is playing an increasingly important role in the way newspapers do their jobs. Make sure your newspaper is on the right track—order your copies today!

For order information, please call the ANPA Telecommunications Department at (703) 648-1140.



Postal Affairs

ANPA asks action in label case

ANPA said its three-year-old complaint against third-class, postcard-like detached labels should be considered by the Postal Rate Commission and should not be dismissed as the U.S. Postal Service wants.

Postal authorities based their motion to dismiss partly on the claim that ANPA has "failed to prosecute," or not carry through, its complaint against the labels.

The Association said Nov. 17 in comments to the commission that the USPS assertion "is nothing more than an attempt to avoid a hearing that the record clearly shows to be warranted." ANPA charged in the complaint that detached labels constitute an "unclassified type of service" that does not bear a "fair and equitable" portion of mailing costs.

Complaint proceedings have been held up because the Postal Service made two requests for delays "to permit it to pursue settlement talks on which it never formally reported to the commission," ANPA said.

Detached labels are used by some mailers for third-class pieces presorted to the carrier-route level [presstime, Nov. 1986, p. 55]. The cards, which are delivered at the same time as the third-class mail piece they accompany, carry the address of the recipient. There is no separate charge for the card, although its weight is included in figuring the cost to mail the primary third-class piece.

Increasing numbers of newspapers are using third-class detached labels for nonsubscriber delivery, members of the ANPA Postal Committee have noted. □

TMC appeal argued

A three-judge panel of the 4th U.S. Circuit Court of Appeals is weighing arguments in ANPA's appeal of rules that effectively prohibit use of second-class mail for total-market-coverage programs.

ANPA and the U.S. Postal Service presented oral argument in Baltimore Nov. 10. At issue is a postal-rule change requiring newspapers' second-class TMC programs to qualify independently for a second-class mailing permit [presstime, April 1986, p. 50].

The Association reiterated that second-class TMC programs, if done properly, do not violate the old postal rules and that the changes were unnecessary. □

World Press

Lara accused of terrorist affiliation

A State Department official has told the American Society of Newspaper Editors that Colombian journalist Patricia Lara was refused entry into the United States in October because of "her membership in and activities in support of terrorist organizations and her role as a Cuban operative."

In a Nov. 17 letter to ASNE President Michael G. Gartner, Elliott Abrams, assistant secretary of state for inter-American affairs, said Lara serves as a liaison between Cuban intelligence services and the M19, a Colombian guerrilla movement. Abrams said Lara has served in a "key capacity" in at least one administrative committee of the M19 and "has played an important role in enabling the M19 to carry out its terrorist activities."

Abrams also castigated press organizations, saying they "rushed to the defense" of Lara "in complete ignorance of the facts." He called it a "kneejerk" reaction.

Lara has denied the charges.

Lara was not allowed into the country to attend an awards ceremony at the invitation of Columbia University's Graduate School of Journalism [presstime, Nov. 1986, p. 59]. □

Fifth Mexican journalist murdered

The murder of a publisher brought the 1986 death toll among Mexican journalists to five.

Ivan Menendez Macin, 38, was shot and his body left in the trunk of a car in Mexico City. Menendez Macin was publisher of the Spanish edition of a French weekly, Le Monde Diplomatique. According to published reports, at least 27 Mexican journalists have been slain in the past 15 years [presstime, Aug. 1986, p. 47]. □

Ban on Journal ends

The Malaysian government has rescinded its three-month ban on distribution of The Wall Street Journal. This followed a ruling of the Malaysian Supreme Court that expulsion of the paper's Malaysian correspondent Sept. 26 was unlawful [presstime, Nov. 1986, p. 59].

The Journal resumed distribution in Malaysia Nov. 14. The three-month ban had been scheduled to expire Dec. 29. □

Circulation

ABC board limits liability

The Audit Bureau of Circulations Board of Directors gave final approval Nov. 14 to a proposal that will limit the board's liability in circulation disputes.

Under the revision of Bylaw 2.17, a member is prohibited from making any monetary claims against ABC for any action or negligence short of intentional misconduct. A companion measure, also passed, provides for creation of a six-person panel to which an aggrieved party can appeal an ABC decision. The measures have been under discussion for more than a year [presstime, Sept. 1986, p. 47].

Four days before the board voted, the Dallas Times Herald sued The Dallas Morning News and the ABC in a dispute over circulation data. [See story below.]

The board also scheduled for future discussions the question of how bulk sales should be shown in audit reports.

The board met in conjunction with the ABC's annual meeting, at which members re-elected three newspaper directors: James M. Moroney Jr., chairman and chief executive officer of the A. H. Belo Corp., owner of The Dallas Morning News; Thomas B. Sherrill, vice president/marketing, The Dispatch, Columbus, Ohio; and R. David Threshie, publisher of The Orange County [Calif.] Register. □

Dallas circulation feud results in lawsuit

The Dallas Times Herald has brought suit against The Dallas Morning News and the Audit Bureau of Circulations, accusing the Morning News of fraudulently inflating its circulation data.

The Times Herald also said the ABC "knew or had reason to believe" the circulation figures were incorrect and asked a Chicago federal court to bar the release of any further Morning News circulation numbers unless they are verified by an independent audit. The Times Herald is also seeking an unspecified amount in damages.

Burl Osborne, president and editor of the Morning News, said: "We would welcome an ABC audit, and we are confident it would validate the Morning News' paid circulation as previously stated." ABC audit figures as of Sept. 30 show the Morning News at 390,987 daily and 531,417 Sunday; and the Times Herald, 246,370 daily and 338,963 Sunday. □

Standden predicts strong growth for newspaper advertising

The Newspaper Advertising Bureau has predicted that newspaper advertising expenditures will increase 45 percent over the next five years from an estimated $26.9 billion in 1986 to "more than $39 billion" in 1991.

That is assuming newspapers' share of all advertising expenditures holds steady near 27 percent—where it has "stabilized" over the last four years.

However, NAB President Craig C. Standen said he is optimistic that "we'll beat this forecast. I think we're going to increase our share . . . and I'm confident we'll still be the number-one advertising medium at the turn of the century."

Standen made his remarks to The Times Mirror Co.'s conference for securities analysts Nov. 5 in New York City. He said the outlook for newspaper advertising is "bright" for three main reasons:

- "We are in a position to capitalize on our large and continuing investments in new technology, investments which allow us to improve our product and simultaneously control our costs."
- Newspapers are taking action that will "help us compete more effectively, especially against television and direct mail."
- "For the first time in history, the newspaper business is planning its own long-term future, on an industry-wide basis, through the Future of Advertising project."

Standen noted that newspapers have improved their ability to meet the "differing needs of different kinds of retailers." For example, many now can provide saturation coverage of households around store locations, can match stores' charge-account lists with subscriber/non-subscriber databases, and meet other needs such as those of specialty retailers that want "demographic selectivity and the right kind of an editorial environment in which to display their merchandise."

Newspapers' improvements in zoning, coupled with total-market-coverage programs, also improve "our ability to compete for preprint business against shared mail," Standen said. "In this area, we're in the best shape we've been in since the shared mail challenge began in 1980."

Standen noted that more than 700 daily newspapers now offer TMC programs that can reach 28 million non-subscriber households every week, in addition to newspapers' daily paid circulation of 64.7 million, according to the Audit Bureau of Circulations.

Classified is still healthy and has grown by an average of 15 percent a year since 1980, he said.

National advertising, newspapers' smallest ad category, has grown 11 percent a year since 1980, Standen continued. But there has been a "historical downtrend in national advertising share," and newspapers are engaged in various programs to change the tide, he said.

One such effort is the Future of Advertising project, in which "130 senior newspaper executives from all areas of the business" are addressing a variety of topics including pricing, distribution, quality reproduction and readership [presstime, May 1986, p. 50]. □

Standardization efforts extend to credit applications

Continuing the move toward standardization spearheaded by the Newspaper Advertising Bureau's Future of Advertising project, the next area addressed will be credit applications.

At the October meeting of the Advertising Media Credit Executives Association, a committee was formed to examine the subject and to present recommendations to AMCEA at next year's meeting. Lawrence F. Murphy, general credit manager of The New York Times, is committee chairman.

Standardization of credit applications follows standardization of advertising invoices, which was originally worked out in committees of several newspaper associations and approved by their boards before a final form was issued recently by the Future of Advertising project. Organizations that worked on the 29-element Standard Advertising Invoice, or SAI, include NAB, ANPA, the International Newspaper Financial Executives, and the International Newspaper Advertising and Marketing Executives [presstime, June 1986, p. 64].

Copies of a new publication, "The Standard Advertising Invoice," are available without charge from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080. □

Creative Newspaper 11 showcases outstanding newspaper ads

Creative Newspaper 11, the annual compilation of award-winning advertising, is now available from the Newspaper Advertising Bureau.

The 48-page, two-section publication features the 19 winners of NAB's top award, the Athenas (Awards To Honor Excellent Newspaper Advertising), plus other outstanding ads. The 84 ads included in Creative Newspaper 11 were selected from more than 5,000 entries in 19 categories.

The panel of judges included Ed McCabe, then New York office president and creative director worldwide of Scali, McCabe, Sloves; Agi Clark, senior vice president and executive creative director of

Creative Newspaper 11 features 84 ads.

N.W. Ayer; and Jay Chiat, chairman and chief executive officer of Chiat/Day.

Two advertising agencies each won two Athenas: Hal Riney & Partners of San Francisco, and Bozell, Jacobs, Kenyon & Eckhardt of Minneapolis.

Approximately 100,000 copies of Creative Newspaper 11 will be distributed to ad agency personnel as well as to the ad departments of manufacturers, marketers and retailers.

Newspaper members of NAB may order copies for $1 each, plus postage. The cost to non-members is $5 plus postage. □

Some dailies coloring comics; syndicates offer mixed reviews

For nearly a century, artists have drawn color comics for Sunday papers, black-and-white for dailies. Now, an increasing number of newspapers, on their own, are coloring weekday comics.

"Comics are made for color. Ever seen a black-and-white comic book?" asked David Burgin, who lays claim to the title of "Colored Comics King" for introducing daily color comics to The Orlando Sentinel in 1982 when he was editor there, and again to the Dallas Times Herald in October, soon after he became its editor.

"I'm surprised more papers don't do it," said Burgin. "It's really easy to do."

The added color has received mixed reviews from the cartoonists and their syndicates.

Coloring comics requires "a combination of primitive techniques and state-of-the-art technology," according to George A. Beidler, vice president and executive editor of the Tribune-Review in Greensburg, Pa., which started daily color comics Nov. 3.

For that daily and about a dozen others, coloring comics works like this:

The comics page is pasted down in its standard black-and-white format and then photographed to form a single negative. Afterward, the page is covered with an overlay, and selected areas are colored in with a marker. The overlay is then passed through a scanner, which separates colors into red, yellow and blue.

The three color separations are printed to blend with the black-and-white negative, just as a color photograph is reproduced.

For papers that already have large scanners, the actual cost for coloring comics is small, except for the potential loss of revenue from a color ad. Because there are a limited number of pages with color capability at most papers, a color comics page could take the space that might otherwise have gone to a color ad.

In Dallas, the colored comics at the Times Herald supplanted a color weather map similar to the one being carried by its cross-town rival. "I said, 'OK, Morning News, you can have your color map,'" said Burgin. "So we have a competitive difference. . . . 'I'm hoping it's a competitive advantage."

The St. Louis Post-Dispatch is believed to be the first U.S. daily to have published four-color daily comics regularly, beginning in 1965.

Orlando began coloring comics in 1982.

Initially, staff artists made separate Amberlith overlays for each color, painstakingly cutting along the lines drawn by the cartoonists. Then the paper switched to a Fluoro-graphics process, in which a staff artist makes the separate overlay for each color but indicates color tones in shades of grey.

Still going it alone, St. Louis has not switched over to scanners, preferring to invest the additional time it takes with Fluoro-graphics to get a sharper image, said Ed Kohorst, graphics director for news art.

Coloring comics also predated scanners at Florida Today of Melbourne, which had a full page in its inaugural issue, March 21, 1966, when the paper was called Today and was published in Cocoa, Fla. With color in every section on a daily basis, a color comics page "just goes with the flow," said Art Director Shawn Vitt.

But in Greensburg, where much of the paper is still black-and-white, people notice, said Beidler. "When you get to the comics, you can't fly by them," he observed.

While newspaper staff artists try to key weekday colors to cartoonists' Sunday renderings, there appears to be little communication between papers with hand-colored comics and the cartoonists or their syndicates.

Some artists and their syndicates welcome the added color, but others have expressed reservations about the quality of the newspapers' home-grown color.

"I think it's great," said Mort Walker, creator of "Beetle Bailey." "I think it would be wonderful if they [comics] were all printed in color. Everything looks better in color," he added.

"The artists love it" said King Features Comics Editor Bill Yates. "I think it's a real plus."

On the other hand, Lee Salem, vice president and editorial director of Universal Press Syndicate, said, "We are going to have to start looking more closely, because the artists themselves are raising some questions."

"Some papers do an adequate job. Some papers do a better-than-adequate job. Some papers do a less-than-adequate job," he said. When newspapers use Sunday color as a guide, they can follow the artist's intentions with the main characters, but there can be problems "when it comes to secondary characters or something more freewheeling, like 'The Far Side.'"

"We have seen such mixed results that we really haven't come up with a policy," says Salem, "but we may be forced to."

—*Marcia Ruth*

FOI Day will be observed again

Thanks to a joint resolution of Congress signed by President Reagan Oct. 27, Freedom of Information Day will be commemorated again in 1987.

The measure calls on federal, state and local governments and the citizenry to observe FOI Day March 16 with appropriate programs, ceremonies and activities.

FOI Day was first observed on that date this year. March 16 was the birthdate of James Madison, fourth President of the United States and one of the authors of the Bill of Rights to the Constitution [presstime, April 1986, p. 48]. □

SPJ, SDX contemplates restructuring

The Society of Professional Journalists, Sigma Delta Chi, is studying whether the activities and structure of the organization should be changed to improve its performance in meeting the needs of journalism.

"We're going to rethink and redefine what the organization should be," said Robert H. Wills, president of SPJ,SDX and editor of the Milwaukee Sentinel.

Robert H. Willis

He added, however, that nothing will be done "to detract from the very basics of the society, which have always been the standards and principles of journalism" with emphasis on freedom-of-infomation issues, professional development and related matters.

Wills, who was elected president at the society's annual convention Nov. 12-15 in Atlanta, has named a six-person committee to study what changes may be necessary. Also, partly as a result of Executive Officer Russell Tornabene's recent announcement that he will resign late next year, the group will examine the organization's managerial needs.

For the shorter term, but in conjunction with long-range plans, Wills has set a number of other goals and has appointed task forces to meet them.

The main thrusts are "the two M's: membership and money," he said. A membership decline in recent years has strained the organization financially. "Because a large part of our income comes from dues, it is essential that we regain lost membership," Wills said. A membership program announced earlier this year will be continued [presstime, Sept. 1986, p. 46].

In other money-raising efforts, The Quill magazine of SPJ,SDX will beef up its advertising sales program. It has hired a full-time advertising manager, James W. Schaefer.

And Wills has named a marketing task force headed by society Secretary Paul M. Davis of Chicago's WGN-TV "to look over the rest of the society to see if other revenue sources exist."

Other task forces will look at:

• **Image.** SPJ,SDX member E. Bruce Harrison, who owns a Chicago public relations firm, will head a task force that "will get some specifics in front of us" for resolving "confusion" that exists about the organization's nature and mission.

• **A possible name change.** The name has been a source of discord since the words "Society of Professional Journalists" were added, in a superior position, to the Greek "Sigma Delta Chi." The organization in 1981 decided against changing its name to "American Journalism Association." In 1982, it voted narrowly against dropping the "Sigma Delta Chi" portion of the name. Also in that year, it imposed a five-year moratorium on the time-consuming, name-change issue [presstime, Dec. 1982, p. 20].

Wills said the issue is active once again, however, partly because some people—even members of the press—mistakenly believe the Society of Professional Journalists, Sigma Delta Chi, is two organizations. He said he "wouldn't be surprised" if the name were changed to something other than "Sigma Delta Chi" or "Society of Professional Journalists."

• **Possibly easing admission rules.** Current rules prohibit public-relations practitioners from joining but allow journalists to continue their membership if they shift to the public-relations field. "This could be a first step to loosening the restrictions," Wills said. "There is a motherlode of talent out there that the society should be taking advantage of."

Other new SPJ,SDX officers elected in Atlanta are President-elect James F. Plante of NBC News and Treasurer Carolyn S. Carlson of the Associated Press. □

Design book ready

The seventh edition of *The Best of Newspaper Design* features the winners of the annual competition of the Society of Newspaper Design.

The 208-page book contains more than 400 examples of excellence in newspaper graphics, selected from more than 9,600 entries submitted by about 300 newspapers from eight countries.

The publication is available for $25 from SND, The Newspaper Center, Box 17290, Dulles Airport, Washington, D.C. 20041. □

'Shoe'

By Jeff MacNelly

LISTEN, SHOE... IF THE KGB EVER FRAMES ME AS A SPY AND THROWS ME IN THE SLAMMER...
DON'T LET THEM TRADE ME FOR ONE OF THEIR AGENTS...
DON'T WORRY, PERFESSER... IT WILL NEVER HAPPEN...
THE KGB WILL NEVER MISTAKE YOU FOR A JOURNALIST...

Reprinted by permission of Tribune Media Services

Expanded AP stylebook arrives

The latest and 20th printing by the Associated Press of its *Stylebook and Libel Manual* is about 20 percent larger this year—an additional 20,000 words.

If you have a copy of the edition printed in 1977, "you can probably survive," said stylebook Editor Christopher W. French. Yet each revision adds "some things we generally understand but are just coming into the language."

Among the nearly 80 new entries is a section on computer technology, as well as explanations of some generally non-Western religions and medical conditions (AIDS, Alzheimer's and Legionnaire's diseases) that have been featured prominently in the news lately.

The new revision also contains an updated Libel Manual, with case citations and analyses through July 1986.

Usage of new space-technology terms is addressed in the stylebook. For example, the abbreviation "SDI" should not be used on first reference and "has to be defined properly," said French. On the other hand, "we do allow for the use of 'Star Wars' on first reference," he said, "because Star Wars has become a commonly known or understood synonym for zapping nuclear weapons in space." Once mentioned, however, "then you have to define just what you are talking about."

Originally, said French, the stylebook was intended for domestic use, with entries "oriented to the United States." But in this year's revision, entries on predominantly non-Western religions have been expanded to correct "widely held misunderstanding of Islam and Buddhism and Hinduism, all of which have been prominently in the news."

Although called a stylebook, it is not focused solely on grammar and usage. Said French: "The whole idea of style is to be able to write a story in such a way that nobody can misunderstand."

AP has scheduled a 50,000-book press run, which will bring to over 700,000 the number of AP stylebooks published in this format since 1977.

The cost is $5.75 plus postage. Order from AP Newsfeatures, 50 Rockefeller Plaza, New York, N.Y. 10124-9990. □

Media are slow to change their use of language

For the eighth consecutive year, a study of language usage in U.S. newspapers and magazines shows print media holding the line against rapid change.

In almost every case where editors were given a choice of words, "the conservative, old-fashion English won out," reported Richard L. Tobin, adjunct professor at Indiana University's School of Journalism, who conducts the annual survey.

Chief among this year's findings is the overwhelming rejection of profanity. Of the 150 newspapers and 50 magazine editors participating in the survey, 92.6 percent said they would not print profane language in their publications. Some editors said they would make an exception if the profanity was used by a public figure.

"If it's a family newspaper," most editors would suggest a "four-letter-word" by publishing only the first letter and then dashes or "just avoid it," said Tobin.

Another thing they appear to be avoiding is the choice between "Miss," "Mrs." and "Ms." when referring to women [presstime, Dec. 1985, p. 10].

"During the height of the women's movement, 'Ms.' came in and was used by an awful lot of newspapers in this country," Tobin noted. But this year, he said, three-fourths of the editors questioned said they not only avoid "Ms." but also "no longer use any kind of honorifics," including "Mr." for men.

By a 3-to-1 ratio, editors said they "do not use 'chairperson' at all," Tobin reported. In general, they use "chairman" and sometimes "chairwoman".

The study also found editors prefer:

- "OK" (with or without periods) to "okay"
- "TV" to "tv"
- "theretofore" to "hitherto"
- "occur" or "happen" to "transpire"
- "100,000 people" to "100,000 persons." □

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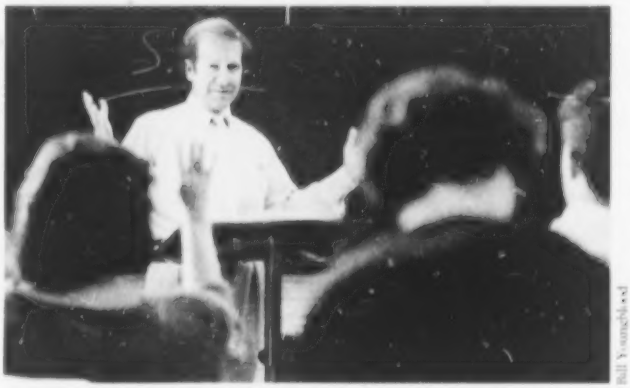
Many fellowships offered to newspaper journalists

With the addition of some new programs and the dropping of others, the total number of mid-career journalism fellowships remains about the same. But the level of interest varies more than usual among the 50 or so major programs.

Major liberal arts programs—such as the Nieman Fellowships at Harvard University and the John S. Knight Fellowships at Stanford University—reported a slight drop in the number of applicants last year. [See story, p. 64.]

But some of the specialized programs—such as the Walter Bagehot Fellowship Program in Economics and Business Journalism at Columbia University—report increased numbers of applicants. And interest in fellowships tailored to the needs of individual journalists—such as those offered by the Gannett Center for Media Studies and the Alicia Patterson Foundation—is on the rise.

Overall, the mid-career programs listed here range from a week to a year and offer various combinations of travel, seminars courses and hands-on experience.



Bill Youngblood

Fromson teaches a class at USC's Center for International Journalism.

A financial crisis at the Journalists in Residence program at the University of Michigan, described in presstime's last annual listing of journalism fellowships [presstime, Jan. 1986, p. 44], has been alleviated by more than $500,000 in contributions and $2.7 million in commitments made so far this year.

"I think we are becoming a success story," said Director Charles Eisendrath, who reports a major program revision. Combining the liberal arts tradition begun by the Nieman Foundation nearly a half century ago with the more recent trend toward specialized fellowships [presstime, Dec. 1985, p. 6], Michigan will now divide enrollment in its fellowship program between mid-career journalists seeking a year of liberal arts and those with specific career objectives.

Meanwhile, Harvard and Stanford are continuing their traditional programs, which allow journalists to pursue course work of their choice at the universities, while participating with other fellows in a core program of seminars.

Each of the three programs accepts up to 12 experienced U.S. journalists. Tuition is free. Fellows receive stipends for living expenses: $17,000 at Harvard, $18,000 at Michigan and $20,000 at Stanford. Deadlines are Jan. 31 at Harvard, March 1 at Michigan and Feb. 2 at Stanford.

For information, contact:

• Nieman Foundation, Walter Lippmann House, 1 Francis Ave., Cambridge, Mass. 02138; (617) 495-2237.

• John S. Knight Fellowships, Department of Communication, Stanford University, Stanford, Calif. 94305; (415) 723-4937.

• Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; (313) 763-2400.

All three programs include a few foreign journalists.

BUSINESS AND ECONOMICS. Applications for Columbia University's Bagehot Fellowships in Economics and Business Journalism were up 25 percent last year.

For 10 print and broadcast journalists with at least four years' experience, the Bagehots provide an academic year of university courses and special seminars plus a stipend of about $14,000. There is one minority fellowship. Deadline is April 3. Contact Mary Bralove, Bagehot Fellowship Program, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-2711.

At the University of Missouri, the Herbert I. Davenport Fellowships offer a month-long program in June to 20-25 journalists with a minimum of three years' experience. Deadline is April 1. Contact James K. Gentry, Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

The American Bankers Association offers two Hughes Fellowships to financial editors and reporters to attend a two-week session at the Stonier Graduate School of Banking at the University of Delaware in Newark, Del. Contact Barbara Scotland, American Bankers Association, 1120 Connecticut Ave. N.W., Washington, D.C. 20036; (202) 663-5404.

The National Press Foundation offers seven fellowships to journalists for another two-week program—in August at the Graduate School of Banking of the University of Wisconsin at Madison. Deadline is June 1.

The NPF also sponsors 12 journalists for a one-week tour of Wall Street financial institutions. The October tour includes such places as the New York and American stock exchanges and investment banking firms. Deadline is Aug. 1.

For both programs, contact NPF, National Press Building, Washington, D.C. 20045; (202) 662-7350.

The financial daily, American Banker, no longer offers fellowships for graduate study and paid internships.

LAW AND PUBLIC POLICY. New this year is a program sponsored by the Gannett Foundation in conjunction with the National Press Foundation. The Paul Miller Washington Reporting Fellowships are designed for working journalists who can take part in the program without taking a large block of time from their jobs. With experienced Washington journalists as teachers, 12 print and broadcast journalists will spend two days a month developing sources and expertise on Capitol Hill. Contact Paul Jarensch, Gannett Co., P.O. Box 12310, Arlington, Va. 22209; (703) 284-6727.

Yale Law School offers a master's degree to up to five journalists who take an academic year away from their jobs. The stipend covers tuition, but newspapers are encouraged to pay living expenses. Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520; (203) 432-1685.

The Kiplinger Graduate Program in Public Affairs offers 10 full-year fellowships to the School of Journalism at Ohio State University. Journalists with at least three years' experience in public affairs reporting are eligible for the

program, in which they can earn a master of arts in journalism degree. Stipends of $18,000 cover tuition and living expenses. Deadline is Dec. 13, or Feb. 1, with special permission. Applicants must take the Graduate Record Examination by Feb. 1. Contact John Wicklein, Kiplinger Program, School of Journalism, Ohio State University, 242 18th Ave., Columbus, Ohio 43210, (614) 292-2607 or 292-6291.

Two programs offer practical experience in government to a variety of professionals, including a few journalists.

The White House Fellowship program places 11-19 people at the senior staff level in the White House, cabinet departments or other government agencies. A salary range of approximately $50,000 is negotiated individually. Deadline is Dec. 15. Contact President's Commission on White House Fellowships, 712 Jackson Place N.W., Washington, D.C. 20503, (202) 395-4522.

The American Political Science Association includes a few journalists in its Congressional Fellowship Program of about 45 professionals. They receive $20,000 for the November-through-August program, combining jobs on Capitol Hill with APSA seminars. Deadline is Dec. 1. Contact Catherine E. Rudder, Congressional Fellowship Program, APSA, 1527 New Hampshire Ave., N.W., Washington, D.C. 20036, (202) 483-2512.

SCIENCE AND TECHNOLOGY. The major fellowship aimed at improvement of science and technology reporting is thriving, but others are in danger for lack of interest or funding.

Now in its fifth year, the Vannevar Bush Fellowship offers about eight print and broadcast journalists an academic year at the Massachusetts Institute of Technology. Fellows audit courses, participate in twice-weekly reporting seminars and do individual research. The $20,000 stipend includes a $2,000 relocation allowance. Applicants should have at least three years' experience in the field. Deadline is March 1. Contact Victor K. McElheny, Room E40-373, MIT, Cambridge, Mass. 02139, (617) 253-3442.

For the second year, the Marine Biology Laboratory at Woods Hole, Mass., offers science writers an opportunity to observe and participate in research, lectures and lab sessions of graduate-level courses in such disciplines as embryology, marine ecology, microbiology, neurobiology, neural systems and behavior, parasitology and physiology.

For the summer of 1987, there are four sessions of eight weeks and three of four weeks.

Supported by a grant from the Carnegie Corp., with additional funding from the Foundation for Microbiology, the stipend covers tuition, housing and transportation for seven journalists. Contact Pamela L. Clapp, MBL, Woods Hole, Mass. 02543, (617) 548-3705.

Aiming at both science and business writers, Carnegie-Mellon Fellowships provide tuition and a stipend for several experienced reporters and editors to attend graduate-level executive programs at Carnegie-Mellon University's schools of management, engineering and science. Deadlines vary depending on programs selected. Contact Bernard P. Goldsmith, Carne-

PAUL MILLER

WASHINGTON REPORTING FELLOWSHIPS

Applications being accepted.

The Paul Miller Washington Reporting Fellowships program is designed to help Washington-based print and broadcast bureau chiefs and staffers do a better job of developing locally oriented news stories in the nation's capital.

Beginning in Spring 1987, 12 fellows will spend two days a month for 12 months meeting with experienced Washington journalists, visiting the places where local news originates, learning how to obtain information, and getting to know prominent newsmakers and behind-the-scenes news sources.

Eligibility The fellowships are designed primarily for journalists currently or about to be assigned to Washington by any regional or national newspaper, wire service, or radio or television station maintaining a bureau in Washington. Applicants' employers must endorse applications and affirm recipients will be permitted to attend all sessions.

Selection Fellowships will be awarded based on applicants' potential to provide superior coverage of locally oriented news in Washington for readers and audiences across the country.

Schedule Applications are due January 15, 1987 and recipients will be announced in February 1987. Classes start in April 1987.

Location Many of the sessions will be held at the National Press Club in the National Press Building at 14th and F Streets, N.W. Others will take place on Capitol Hill.

Faculty The associates who will teach the sessions include experienced Washington reporters, analysts and other Washington-based experts.

Fees The fellowships are tuition-free. Meals, and when applicable, transportation and lodging will be provided.

Affiliation The fellowships are an operating program of the Gannett Foundation of Rochester, N.Y., in cooperation with the National Press Foundation, and using the facilities of the National Press Club.

Additional information and application forms are available from:

Paul Miller Washington Reporting Fellowships

P.O. Box 12310, Arlington, VA 22209, Phone: (703) 284-6727

Some programs experience drop in applications

Directors of mid-career fellowship programs are divided on the reasons some year-long programs are experiencing a decline in applications while others have increasing numbers of applicants.

Some attribute the trend to complications arising when a journalist's spouse cannot easily take a year off from a job. Others blame the media for not granting enough money so that participants can swing it financially.

"My own view of life is it is tandem couples that are creating a problem for everybody," said Howard Simons, director of the Nieman program at Harvard, where applications dipped below 100 for the first time last year.

James V. Risser, Simons' counterpart at Stanford's Knight program, where applications also dropped slightly, agreed: "The journalist may be able to get leave from an employer, and the spouse either can't get leave or has to get leave without pay, so it (the fellowship) becomes a real financial burden." With the loss of both incomes, "you're looking at a $20,000, $30,000, $40,000 bath," said Simons.

Another reason for the drop, the program directors said, is general instability in the newspaper business. "There has been a lot of turmoil—papers merging or going out of business or being bought—and I think some people are afraid to be away from their jobs for nine months," Risser said.

But Everette E. Dennis, director of the Gannett program at Columbia University, where applications went from 85 to over 200 last year, has stern words about media companies' lack of support for mid-career fellowships. He said the companies should allocate more money for program grants or continue salaries while journalists are on fellowships.

"I think it's unconscionable that some fellowships offer so little money. No wonder people who are single have trouble, and for people who are married it's almost impossible," said Dennis. "In effect, the individual has to fund the program."

In contrast to the set stipends of $17,000 at Harvard and $20,000 at Stanford, the Columbia program matches salaries and gives an allowance of up to $1,000 a month to make up for New York City's high cost of living. The program also helps find housing for fellows, jobs for spouses and schools for children.

"I have never met anybody who used a family as an excuse," said Dennis.

"If you want to blame anybody for this, blame the commmunication companies for not being willing to support their people," he said. "People shouldn't have to take a financial bath to take a fellowship."

gie-Mellon University, Box 10, Pittsburgh, Pa. 15213; (412) 268-2000.

The Council for the Advancement of Science Writers is expanding some programs and has discontinued others.

Continuing are the four to six Nate Haseltine Fellowships of up to $2,000 for journalists pursuing graduate-level programs in science reporting. Deadline is June 1.

For the second year, the council is offering traveling fellowships to CASW's annual New Horizons in Science briefings, which will be at Carnegie Mellon University in Pittsburgh in 1987. Now covering up to $1,000 in travel and accommodations for five journalists, the program is designed for people from small to mid-size papers who have not previously attended this meeting. Deadline is Oct. 1.

For both CASW fellowships, contact William J. Chromie, CASW, 618 N. Elmwood, Oak Park, Ill. 60302; (312) 383-0820.

Discontinued for lack of funds were CASW fellowships for journalists to work in the public information offices of major research universities. Also discontinued were plans to launch a writers-in-residence program in scientific laboratories.

Citing a dearth of applicants, the National Association of Science Writers has discontinued its fellowships for a month's study at Duke University.

INTERNATIONAL. Now in its second year, the Center for International Journalism at the University of Southern California offers fellowships to mid-career journalists as well as students to complete a master's degree program in international journalism.

The program runs a full year, with two semesters of academic work and the equivalent of one semester working in Mexico City. Deadline is March 31. Contact Murray Fromson, Center for International Journalism, USC, Los Angeles, Calif. 90089; (213) 743-7329.

Also focusing on Latin America are two other programs:

The Inter American Press Association offers U.S. or Canadian journalists a year to study and report in Latin America, while Latin American journalists come to North America. This year, five $6,500 fellowships are open to U.S. journalists with a working knowledge of Spanish or Portuguese. Deadline is Aug. 1. Contact Zulay Chirinos, IAPA Scholarship Fund, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 376-3522.

The National Press Foundation provides tuition and travel expenses for seven journalists to attend an intensive Spanish-language course at the Guernavaca Language School in Mexico. Because instruction is individualized for students at various levels of language fluency, journalists may select a three-month period between September and May. Deadline is June 1. Contact National Press Foundation, National Press Building, Suite 1160, Washington, D.C. 20045; (202) 662-7350.

Two Hawaii-based fellowships for Asian studies continue.

The Jefferson Fellowships offer six U.S. print and broadcast journalists an eight-week program in March and April. Half of this time is spent traveling in Asia, the other half studying with their Asian-Pacific counterparts at the East-West Center in Honolulu. A stipend covers travel expenses, and news organizations sending journalists are encouraged to continue their salaries during the U.S. part of the program. Contact the curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7666.

The Gannett Fellowship Progam in Asian Studies at the University of Hawaii offers an academic year of study to six mid-career journalists. Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822; (808) 948-6394.

After 13 years, however, another Asian fellowship may be discontinued or revised—an annual exchange of 10 U.S. and 10 Japanese journalists sponsored by the International Press Institute and the Japan Newspaper Publishers and Editors Association. The Japan-U.S. Friendship Commission has withdrawn funding for the U.S. stay of the Japanese journalists. Contact Thomas Winship, chairman of the American Committee of IPI, 3 School St., Boston, Mass. 02108; (617) 929-2931.

Columbia University's Graduate School of Journalism continues to screen candidates for two European programs.

The John J. McCloy Fellowship offers two U.S. journalists a month of study in West Germany, and two West German journalists the equivalent in the United States. The Paris-based Journalists in Europe program includes two U.S. journalists among more than 30 journalists from other countries in an eight-month program. Fellows publish articles in Europ magazine and are encouraged to write other articles during the program. Applicants must be under 35 when the program begins, have at least four years' experience as journalists, and be fluent in French.

Deadline for both programs is Feb. 1. Contact Donald Shanor, Graduate School of Journalism,

Columbia University, New York, N.Y. 10027; (212) 280-3837.

Journalists may also be included in international fellowships designed for a variety of professionals.

Fulbright Fellowships, which offer study abroad in specific areas requested by various countries, has a number of positions open in the field of communications and journalism. Among these are projects in Malaysia, Guatemala, Singapore, Morocco, Turkey, Russia, the Philippines and the People's Republic of China. Some are lecture and travel grants, which include money for travel and expenses for three months to a year. Contact Council for International Exchange of Scholars, 11 Dupont Circle N.W., Suite 300, Washington, D.C. 20036; (202) 939-5400.

The Rotary Foundation of Rotary International sponsors fellowships for more than 1,000 professionals up to the age of 50. Applicants must be nominated by a local Rotary Club. They may not be members themselves or related directly to members of Rotary. Deadlines vary according to local schedules, but final recommendations of the local clubs are due July 15. Contact The Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201; (312) 869-1100.

The Robert Bosch Foundation Fellowship Program includes journalists among up to 15 professionals. They serve internships, first in national government and later in state or local government or private industry. The stipend includes travel to seminars in West Berlin, Paris and Brussels as well as travel from the United States and a monthly living allowance. Deadline is Oct. 15. Contact David Schluckebier, Robert Bosch Foundation Fellowship Program, The Carl Duisberg Society, 425 Park Ave., New York, N.Y. 10022; (212) 593-3004.

Highly experienced journalists are eligible for two fellowships offered by the Council on Foreign Relations. Journalists have been included among recipients of the International Affairs Fellowships, which place professionals in high-level jobs in government or the private sector. Applicants must be between the ages of 27 and 35. The stipend is $30,000.

The CFR also offers the Edward R. Murrow Fellowship for one year of reading, study and writing as well as participation in programs of the center. The stipend is based on the individual's pay but is not to exceed $60,000 a year, prorated for the nine months of the fellowship.

Deadline is Oct. 31 for the International Affairs Fellowships and March 2 for the Murrow Program. Contact Kempton Dunn for the former and Margaret Osmer-McQuade for the latter at CFR, 58 E. 68th St., New York, N.Y. 10021; (212) 734-0400.

MINORITIES. Since 1980, ANPA has offered fellowships to minorities employed by newspapers to attend regularly scheduled newspaper-business seminars. Fellowships are also available to minority journalism educators. The 25 fellowships for 1987 cover tuition, board and travel expenses. Deadline for seminars in the first half of the year is Jan. 23. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041; (703) 648-1053.

Beginning its second year is a Multicultural Management Program at the University of Missouri to improve management skills for mid-career professionals. Although the four-week program is open to everyone, it is designed to improve understanding of the importance of a diverse, multicultural news staff. (See story, p. 46.) Scholarships cover travel, tuition and living expenses for the four-week session. Newspapers are encouraged to continue to pay salaries for journalists who attend Sept. 13 through Oct. 9. Deadline is May 31. Contact Benjamin Johnson, Multicultural Management Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-1581.

Continuing its three-part program, the Institute for Journalism Education offers fellowships for reporters, editors and managers at

Fellowships

We're looking for creative men and women

Who care about the news media

■ The Gannett Center for Media Studies, an institute for the advanced study of mass communication and technological change, invites applications for its 1986-87 fellowships.

■ Fellowships are given to people from the news media or higher education who examine major issues and problems facing the mass media and society, with special attention to freedom of expression, media economics, new communication technology, professionalism, minorities and women, and the education and training of journ dists.

■ *Terms of fellowship:* Fellows will be in residence at Columbia University for three to 12 months. Stipend based on present salary. Office space, clerical and research assistance and other benefits will be provided.

■ *Types of fellowships:* Fellowships are awarded to persons at three levels of attainment—senior fellowships for mature individuals with substantial national reputations, fellowships for accomplished persons at midcareer, and research fellowships for those with 5-8 years of experience.

■ *Application procedure:* Applicants should submit a letter of application, a brief summary of their project, a resume, references, and publications or work samples. Applications are due February 1, 1987; appointments announced in April.

■ *Selection criteria:* Fellowships will be awarded on the basis of (a) the significance and the quality of the project, (b) the applicant's ability to carry out the work, and (c) relevance of the project to the resources of the Center and its New York location.

■ *Requirements for fellows:* Fellows must be in full-time residence and not engage in outside employment or consulting. Participation in weekly seminars and dissemination of fellowship projects is required.

■ *Apply to:*
Residential Fellowship Program
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, NY 10027
(212) 280-8392

Residential Fellowship Program
Gannett Center for Media Studies
A Gannett Foundation Program at Columbia University

three universities in different cities.

Now in its third year is IIE's Management Training Center. Applicants for about 20 positions must be sponsored by their newspapers, but some fellowships are available to papers with less than 100,000 circulation. Offered in cooperation with the J.L. Kellogg Graduate School of Management and the Medill School of Journalism of Northwestern University, the Aug. 2-through-Sept. 27 program is divided between classwork and practical experience. Contact Pearl King, IIE Management Training Center, Kellogg Graduate School of Management, Leverone Hall, 2001 E. Sheridan Road, Room 3-080, Northwestern University, Evanston, Ill. 60201; (312) 491-2691.

The 8-year-old IIE editing program includes about 12 participants with at least one year's experience on a newspaper or in other media. In addition to their classwork, they produce a weekly newspaper and work on the copy desk of Tucson's dailies during the June 8-Aug. 1 session. Deadline is Feb. 1. Contact Diane Madrid, Editing Program for Minority Journalists, Journalism Department, Franklin Building 101M, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

Now in its 17th year is IIE's 11-week reporting program open to minorities with little previous newspaper experience. The 15 participants in the June 1-Aug. 15 program are guaranteed job placement upon graduation. Deadline is Feb. 1. Contact Daphne Rejmer, Summer Program for Minority Journalists, IIE, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

For Hispanic reporters, there are two year-long programs: One is sponsored by the National Association of Hispanic Journalists and funded by the Adolph Coors Co. The other is sponsored by the National Puerto Rican Coalition and funded by the Gannett Foundation. For $14,000 from Coors and $15,000 from Gannett, reporters work with Hispanic Link News Service, which distributes columns and features in Spanish and English to about 200 newspapers. Deadline for both occurs in late summer or early fall. Contact Charles Ericksen, Hispanic Link News Service, 1420 N St. N.W., Washington, D.C. 20005; (202) 234-0737.

INDEPENDENT STUDY. For the third year, the Gannett Center for Media Studies will sponsor 12 to 15 media professionals (about half of whom are journalists) to work on independent projects for three months to a year. Fellows also participate in the activities of the center at Columbia University. Based on current salary, the stipend covers office space, research assistance and sometimes other expenses such as domestic travel. Deadline is Feb. 1. Contact Residential Fellowship Program, Gannett Foundation Program at Columbia University, 2950 Broadway, New York, N.Y. 10027; (202) 280-8392.

The Alicia Patterson Foundation offers about five journalists $25,000 fellowships for a year's work on a specific project. Stories based on this research are published in the quarterly APF Reporter. Applicants must be print journalists with at least five years' experience. Deadline is Oct. 1. Contact Alicia Patterson Foundation, 655 15th St. N.W., Suite 320, Washington, D.C. 20005; (303) 688-8666.

Ohio State University offers a stipend of $25,000 plus a year's residence in the newly restored home of James Thurber. The "writer-in-residence" will teach a non-fiction writing course and serve as writing coach for the staff of The Columbus Dispatch. Applicants must have had a book published by a major publisher. Deadline is Dec. 15. Contact Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 464-1082.

The Society of Professional Journalists, Sigma Delta Chi, offers an annual $10,000 Eugene C. Pulliam Award to an editorial writer for work-related study and travel. Deadline is Sept. 2. Contact Pulliam Fellowship, SPJ/SDX, 53 W. Jackson Blvd., Suite 731, Chicago, Ill. 60604; (312) 922-7424.

The Scripps Howard Foundation presents 10 Ellen B. Scripps Fellowships of $20,000 each to journalists pursuing graduate studies in accredited programs. Requests for an application must be received by Dec. 20. Contact Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3035.

The Fund for Investigative Journalism gives about 40 grants a year in amounts ranging from a few hundred to a few thousand dollars to journalists working on special projects. The fund will support both investigative reporting and news media criticism. Applications are considered throughout the year. Contact Howard Bray, FIJ, 1755 Massachusetts Ave. N.W., Room 503, Washington, D.C. 20036; (202) 462-1844.

The National Press Foundation offers up to five $2,000 grants to journalists working on topics that make a contribution to the improvement of journalism. Applications are accepted throughout the year. Contact NPF, National Press Building, Washington, D.C. 20045; (202) 662-7350.

Canadian journalists with five years' experience in print or broadcasting are eligible for Southam Fellowships for one year of study at the University of Toronto. The program pays two-thirds of regular salary for at least three journalists. Deadline is Feb. 28. Contact Southam Fellowships, Office of Student Awards, Koffler Student Services Center, 214 College St., University of Toronto, Toronto, Ontario, M5T2Z9; (416) 586-7956.

The Heritage Foundation offers grants of from $2,500 to $10,000 to one journalist a year for expenses associated with an independent research project. Deadline is March 31. Contact Herbert B. Berkowitz, The Heritage Foundation, 214 Massachusetts Ave. N.E., Washington, D.C. 20002; (202) 546-4400.

—Marcia Ruth

1987 Gavel Awards

Share with us what you have done to foster greater public understanding about the law, the courts and the judicial system.

Deadline for the 30th Annual Gavel Awards program is February 1, 1987.

The competition is open to books, newspapers, newspaper magazine supplements, magazines, wire services/news syndicates, radio, television, films and theatre.

Materials published, broadcast, or produced during the period of January 1, 1986 through December 31, 1986 are eligible for consideration.

For complete information and official entry forms, please contact: Peggy O'Carroll, Gavel Awards Competition, American Bar Association, 8th Floor, 750 North Lake Shore Drive, Chicago, Illinois 60611 (312/988-6137).

Debunking the myth that TV news is the prime source of news

BY GUIDO H. STEMPEL III

"Of course, we know that most people get most of their news from television." That statement is to be expected from people connected with television. It has been surprising and troublesome, though, to hear it so often from newspaper executives, especially in light of growing research evidence to the contrary.

It is thus with some delight to report on a book that begins: "This book is about a myth, one of the most pervasive of our myth-dominated age"—that television is the main source of news for most people.

In *The Main Source* (Sage Publications, Beverly Hills, Calif.), John P. Robinson, director of the Survey Research Center at the University of Maryland, and Mark R. Levy, associate professor of journalism at the same university, present detailed findings dealing with all media. They address both short-term and long-term effects and discuss implications of their findings for how news should be presented. They then offer this conclusion:

"Television news should not be considered the public's main source of news. Of the many studies examined . . . not one indicated superior information gain by television news viewers when compared to the gain by users of other media. In some research, TV news viewers emerge as less well-informed than non-viewers, and that seems particularly true among those who claim TV is their main source of news."

The myth, of course, will not die easily, but perhaps it will begin to wither on the vine as the evidence from this book catches up with it.

• • •

Studies of how people find out about major news events indicate that they get their first word from other people or TV. These studies, however, have for the most part dealt with national or international events. Now a study done at Indiana University gives us some insight about how people find out about a major local event and about the role of the newspaper.

The subject was a fire at a fraternity house early Sunday, Oct. 21, 1984. One person was killed and 34 injured. The timing of the event minimized initial media coverage.

Walter Gantz, Kathy Krendl and Susan Robertson of the Department of Telecommunications at Indiana surveyed 293 students enrolled in an introductory mass media and society class that draws students from the entire campus.

They found that 80 percent of the students heard about the fire first from other people and that nearly all of them sought information from other sources. There was radio and television coverage on Sunday, and television was the most relied upon, most informative and most trusted source that day.

However, when newspaper accounts became available Monday, newspapers became the most trusted, most relied upon and most informative source in the eyes of the students by a wide margin. When respondents were asked what single source was most "helpful/informative" overall, 62 percent mentioned a newspaper, 25 percent mentioned a broadcast news source and 12 percent mentioned other people.

The study is reported in the Summer 1986 Journalism Quarterly.

• • •

Perhaps the most discussed single aspect of USA Today has been its weather coverage with the color map. Most of us are aware of some newspapers that have greatly expanded their weather coverage since USA Today came on the scene.

A study in the Summer 1986 Journalism Quarterly by Douglas A. Anderson and Claudia J. Anderson of the School of Journalism and Telecommunications at Arizona State looks at the national trend in weather coverage by daily newspapers. They sent a questionnaire to editors of 165 randomly selected dailies and received replies from 109, or 66 percent.

About 82 percent of the respondents said their newspapers devote a quarter page or less to weather news and graphics on the average day. However, 52 percent said their papers devote more space to weather than they did three years ago, and 38 percent said their papers devote more space to weather graphics.

Although 27 percent agreed that USA Today provided the impetus for increased coverage, 60 percent said it was reader desires that provided the impetus. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Research use spreads to all departments

With the Newspaper Research Council beginning its 10th year, reports at its latest semiannual meeting show that research is being used increasingly throughout the newspaper.

Katherine Fanning, editor of The Christian Science Monitor, described at the Oct. 26-29 meeting in Boston how research was used to make editorial changes. Good editors, she said, need to know who their readers are, what their interests are and how well readers' needs are being met.

Research can help editors "fine tune" their papers, Fanning said.

Another editor told the gathering that more research is needed on single-copy sales. Jay Harris, executive editor of the Philadelphia Daily News, said such sales account for a growing percentage of newspaper purchases, particularly in large cities. "Home delivery as a means of obtaining a daily newspaper is poorly suited to the preferences and requirements of an increasingly large segment of the American population," he said.

Although home delivery has declined in recent years, with only 65 percent of households getting both weekday and Sunday home delivery, single-copy sales account for 39 percent of all newspaper purchases, Harris said, citing a 1982 study by the Newspaper Advertising Bureau. For papers with circulations over 500,000, the average figure is 56 percent, and for some it is as high as 80 percent, he said.

Research can help both advertisers and editors overcome widely held misperceptions of who these buyers are, said Virginia Dodge Fielder, vice president of news and circulation research for Knight-Ridder Inc., who teamed up with Harris to make the presentation on single-copy sales. "The demographic profile of single-copy readers is not that which is suggested by the stereotype-laden, conventional wisdom among advertisers," she said. "We need research and promotion to drive home the point."

Rather than "a group with 'poor demographics'—too many blacks, poor people, apartment dwellers and the like," said Harris, regular buyers who account for about 50 to 60 percent of single-copy purchases "are exactly the sort of predictable customer that most advertisers want" [presstime, Jan. 1985, p. 50]. □

Education

First Amendment Congress examines students' free-speech rights

Members of the news media, school administrators, teachers, parents and students often do not see eye-to-eye on issues having to do with education and free speech. But at a conference on "Schools in a Free Society," sponsored by the First Amendment Congress, representatives from these groups found a lot of common ground.

For instance, the 110 participants passed a resolution embracing the "tenet" that student rights of free speech and press are protected by the First Amendment. They recommended that school officials help students exercise these rights.

Another resolution urged professional journalists to monitor student journalism programs and act as "resources" and "problem solvers."

The Nov. 9-11 conference in Williamsburg, Va., was intended to facilitate dialogue on such topics as student press rights, media coverage of educational issues, and censorship of textbooks and other school materials. "It did exactly what we wanted it to—it stimulated people," said Judith D. Hines, president of the First Amendment Congress.

Like other conferences sponsored by the organization, the one in Williamsburg was designed to bring the press together with other segments of society "to express their concerns, their enthusiasms and frustrations at each other," explained Hines, who is vice president and director of ANPA Foundation. She called the conference an example of the First Amendment in action: "If you give enough people a chance to speak the truth as they see it, you come to some level of knowledge and agreement."

The conference featured debates, panel discussions, role playing and a hypothetical case study in student press ethics.

Among the other resolutions adopted were those urging better recruiting and preparation of journalism teachers and advisers, that there be greater recognition for the role of the education writer, and that education writers and school administrators strive to have a better understanding of one another. □

Claire Farrar

First Amendment lawyer Richard M. Schmidt Jr. leads discussion in colonial setting.

Panel favors continued ACEJMC recognition

A committee of the Council on Postsecondary Accreditation has recommended that the current accrediting organization for college journalism programs continue to be sanctioned.

The Committee on Recognition's recommendation would extend for the maximum, five-year period the official recognition of the Accrediting Council on Education in Journalism and Mass Communications. The COPA Board will consider the recommendation April 17.

COPA is one of two national agencies that formally recognize ACEJMC as the accrediting body for J-schools. The other agency, the U.S. Department of Education, will conduct a hearing Dec. 2 on ACEJMC's petition for re-recognition. □

Transportation

Reagan clears way for public sale of Conrail

President Reagan Oct. 21 signed legislation clearing the way for Conrail to be sold to the private sector through a public sale.

The sale procedure is included in the Omnibus Budget Reconciliation Act designed to reduce the federal deficit by about $12 billion.

Conrail is listed as a $2 billion revenue raiser. The signing of the bill culminated a five-year effort by the U.S. Department of Transportation to sell the government's 85-percent stake in the railroad [presstime, Oct. 1986, p. 64].

The legislation bars railroad companies from acquiring more than 10 percent of Conrail stock for one year, and bars nonrailroad firms from buying more than 10 percent for three years.

Longshoremen approve 3-year contracts

The International Longshoremen's Association voted to approve three-year master and local contracts with the ports of Boston, New York/New Jersey, Baltimore, New Orleans, Hampton Roads, Va., and Mobile, Ala. Dockworkers in Providence voted on a master contract but were still negotiating a local contract at press time.

Meanwhile, union leaders and management resumed bargaining at the port of Philadelphia/Wilmington after ILA members rejected a contract proposal [presstime, Nov. 1986, p. 72].

In Canada, negotiations continue between management groups and British Columbia members of the International Longshoremen's and Warehousemen's Union. ILWU members have worked without a contract since December 1985. □

Rail to buy trucker

Union Pacific Corp., parent company of the Union Pacific Railroad Co., said it will buy Overnite Transportation Co. of Richmond, Va. Overnite is the nation's fifth-largest general freight trucking company.

The $1.2-billion acquisition must be approved by the Interstate Commerce Commission. UP will be the second railroad company to buy a major truck line under deregulation. □

Firing upset in drug-test case

An arbitrator has overturned the discharge of a truck driver at The Baltimore Sun for refusing an order to submit a urine specimen for a drug screen.

Arbitrator Joseph M. Sharnoff decided that in the circumstances of the case, a two-week disciplinary suspension was appropriate.

The decision is believed to be the first in the newspaper business involving a refusal to take a drug test. A decision is expected early next year in another arbitration over the discharge of a mailroom employee at Albuquerque Publishing Co. for refusing to submit to a test [presstime, July 1986, p. 74].

The Baltimore Sun driver, who had worked for the company since 1975, was on a midnight-to-6:30-a.m. shift and was fired June 27.

According to information presented during the arbitration proceeding, the incident leading to the man's discharge occurred on the night of June 25 when he got into his truck to wait for the transportation department dispatcher to call him to move his truck into position for loading. When he did not respond to several calls, the dispatcher sent another driver to see if he was in his truck and to tell him to move it.

The second driver found the grievant sitting in the truck with his eyes closed and his feet on the steering wheel. The driver spoke to the grievant several times without getting a response. He then shook him. When the grievant still did not respond, the dispatcher was alerted.

Sent to the scene, another employee tried unsuccessfully to wake him. An ambulance was then called, and paramedics used smelling salts on him. The grievant finally awoke but appeared dazed and unaware of his surroundings.

The shift supervisor told the grievant he would not be allowed to drive that night and suggested he go to a hospital to be checked, but he refused. According to the supervisor, the driver's pupils were dilated and his speech was slurred. The grievant left on his own, and the incident was reported to the fleet manager.

The grievant, represented by Local 355 of the Teamsters, met with the fleet manager the afternoon of June 27. He was accompanied by the union steward.

According to the fleet manager, the grievant responded to questions by repeating them, his speech was slurred, his pupils were dilated, and he was loud and abusive. The manager decided to end the meeting and instructed the grievant to go to the company's medical department for a urinalysis. He was told he would be fired if he refused to have the urinalysis, or if he submitted to the test and it was positive.

The decision is believed to be the first of its kind in the newspaper business.

The grievant said he was going to call his attorney and left with the steward. Several minutes later, he returned to the office and told the manager that his attorney was going to meet him at the medical department. According to a nurse, the grievant reported to the medical department and took a specimen bottle into the men's room. But he returned the bottle empty, saying he was unable to provide a specimen at that time. The nurse said he was loud and abusive. She then asked the driver to meet with the company's employee assistance counselor.

The grievant spoke briefly with the counselor and said he would not take a drug test. He was then discharged.

In the arbitration hearing, the union contended that the grievant had fallen into a deep sleep June 25 because he had recently started a television repair business and had gotten little rest. The grievant said he had been using a nasal inhalant that might have inhibited his ability to respond to the smelling salts. He also said that his attorney had advised him not to take the drug test and that he had acted on this advice.

The union did not dispute the company's right to require an employee to take a drug test while at work if there is reasonable cause to believe the employee is under the influence of drugs. But it emphasized that the company did not require the grievant to take a test the night of June 25, when it might have had grounds to do so. The union pointed out that on the day the grievant met with the manager, he was neither at work nor about to start working.

Finally, the union said that if the company had a suspicion that the long-term employee had been taking drugs, it could have referred him to its drug counseling program, rather than attempting to force him to take a drug test.

Arbitrator Sharnoff said that "in the particular circumstances of this case," there was not "just cause" for discharge. One reason, he said, was that the grievant was not at work during his meeting with management. A drug test two days after the incident would not resolve the question of whether he had been under the influence of drugs or alcohol at the time of the incident, the arbiter said. The company "presumably could have, but did not," require the grievant to take a test immediately after he was awakened that night, he said.

Another reason for not sustaining the discharge, Sharnoff said, was that the grievant was acting on the advice of his attorney.

"This is considered to be very significant in light of the absence of any compelling reasons for ordering the grievant to take the test at that time," he said. "In the circumstances, the test had little or no value in terms of the investigative purposes of the meeting, i.e., to find an explanation for the grievant's actions on June 25, 1986, and the test would have had little or no value with regard to the grievant's next actual operation of a company vehicle. In these particular circumstances . . . the grievant was privileged to refuse to obey the order and was not obligated to follow the well-accepted rule of 'follow the order now and grieve later.'"

Sharnoff said the grievant's physical appearance and his actions during the meeting with company officials, which they suspected were attributable to drugs, were not "conclusive" evidence of drug use.

The arbitrator said that nothing in his Oct. 20 decision was intended to rule on the propriety of the company's ordering a drug or alcohol test under other circumstances. —*Clark Newsom*

Social Security reminder

The maximum Social Security tax paid by both employees and employers will rise to $3,131.70 in 1987 from the current maximum of $3,003.

Effective Jan. 1, the wage base subject to the F.I.C.A. tax will expand from $42,000 to $43,800.

The payroll tax rate for employees and employers will remain 7.15 percent.

Court says jury should decide independent-contractor case

A California appellate court has ruled that a jury must decide whether an adult carrier delivering The Tribune of San Diego was an independent contractor or an employee.

The company that publishes The Tribune, Union-Tribune Publishing Co., has petitioned the California Supreme Court for a hearing on its contention that the carrier was an independent contractor.

The case arose when a substitute carrier's car was involved in an accident with another vehicle. The other driver, who was injured, sued the carrier and the company. The carrier settled with the plaintiff, leaving the company as the only defendant.

A San Diego County Superior Court judge had granted summary judgment in favor of the company, but the Court of Appeal found "triable issues of fact."

"We do not think newspaper publishers should be insulated from liability involving newspaper carriers by simply arranging compensation to be the difference between wholesale and retail price, by avoiding the appearance of 'control' and by not specifying, for example, exactly how a paper should be folded or delivered," the court said in its 2-1 ruling.

The dissenting judge said that whether an individual is an employee or an independent contractor should be a question of law. "To treat it as a question of fact for a jury would permit a jury in one case to conclude the contract creates an employer-employee relationship and in the next case to conclude the same contract creates an independent contractor relationship," the judge said.

(Brose v. Union-Tribune Publishing Co., CA 4th Dist. Div. 1 D003705)

Washington Post cancels Guild agreement

The Washington Post canceled its labor agreement with the Washington-Baltimore Newspaper Guild Nov. 3. The parties are in negotiations for a new agreement to replace the one that expired July 9.

Lawrence A. Wallace, vice president/industrial relations, said the company terminated the contract because "we thought it was time for the Guild to get serious" about negotiating a settlement. The company took the same action during negotiations in 1976 and 1983.

Termination of the contract means that the company is no longer obligated to arbitrate grievances, Wallace said. Other provisions covering wages and working conditions remain in effect. He said there were 40 Guild proposals and 10 company proposals still on the table in late November.

The company also has filed a "unit clarification" petition with the National Labor Relations Board seeking to exempt 51 positions now included in the bargaining unit.

BLS reports decrease in newspaper injuries

In its annual report on work-related injuries and illnesses, the U.S. Bureau of Labor Statistics reported a decrease at newspapers in 1985 compared with 1984.

BLS said the "incidence rate" for every 100 full-time workers declined from 6.5 in 1984 to 6.0 in 1985 [presstime, Dec. 1985, p. 49].

The figures were below the incidence rate for non-durable manufacturing, which was 9.8 in 1984 and 9.6 in 1985.

For all industry, the incidence rate was 7.9 in 1985, compared with 8.0 in 1984.

Guild certified at Toronto daily

The Southern Ontario Newspaper Guild has been certified as bargaining representative for a unit of part-time circulation clerks at The Globe and Mail of Toronto.

The Ontario Labor Relations Board certified the union after it submitted an application supported by a majority of the 15 employees.

With the addition of the new bargaining unit, the Guild now represents six different units at the newspaper. The others are full-time circulation clerks, circulation district managers, maintenance-delivery workers, editorial employees and advertising employees.

Newspaper white-collar labor agreements subject of ANPA study

An employee's birthday is a paid holiday in 104 out of 194 labor agreements covering white-collar employees at newspapers, according to a study by the ANPA Human Resources Department.

Published in November, the annual "Topical Summary of White Collar Contracts" covers 118 agreements with The Newspaper Guild, 39 with other AFL-CIO-affiliated unions and 37 with independent unions.

The five-day, 37½-hour workweek is most prevalent, appearing in 88 of the contracts. The five-day, 40-hour week is in 69 contracts.

The maximum vacation is six weeks, which is stipulated in 20 contracts. The length of continuous service required before getting that amount of vacation ranges from 10 to 35 years.

Thirty-eight contracts now call for a safety committee on video display terminals, compared with 33 last year.

Only 24 of the contracts have a duration of more than three years.

In other areas:

- A car allowance of 20 cents per mile is provided in 20 agreements, with one providing a high of 36 cents per mile.
- Twenty-three contracts provide for job-related educational courses paid in whole or in part by the publisher.
- Thirty provide additional insurance for employees on "hazardous" assignments.
- Funeral leave is provided by 162 contracts.

Copies of the report have been distributed to ANPA-member newspapers on the mailing list for the Labor & Personnel Relations Letter. Other members may obtain one by contacting the department at The Newspaper Center in Reston, Va.

Reagan signs bills

President Reagan, as expected, signed two employment bills passed by the 99th Congress. The legislation eliminating the age-70 ceiling from the Age Discrimination in Employment Act was signed Oct. 31. The law is effective Jan. 1, 1987. The bill providing for criminal and civil penalties for employers who knowingly hire aliens not authorized to work in the United States was signed Nov. 6. The law became effective upon the signing [presstime, Nov. 1986, p. 68].

Judge rules Guild is not 'successor' to former union

A federal judge has ruled that The Cincinnati Enquirer is not obligated under an expired labor agreement to arbitrate a dispute over the firing of a photographer.

U.S. District Judge Carl B. Rubin found that Local 9 of The Newspaper Guild was not a "successor" to a former independent union at the newspaper and therefore had no rights under the agreement. He agreed with the company's argument that where no contract exists, a court is without authority to order arbitration.

Background for the dispute dates to 1981, when the newspaper and the Enquirer Editorial Employees Professional Association reached an agreement extending through Feb. 29, 1984. In 1983, the company was informed that members of that independent union had voted to affiliate with the Guild. The company, however, refused to recognize the Guild as successor to the independent union.

The Guild subsequently filed a representation election petition with the National Labor Relations Board. In the election that followed, the employees voted in favor of the Guild. The company recognized the Guild as bargaining representative after it was certified on Dec. 24, 1984—10 months after the EEEPA contract expired. (The Enquirer and the Guild are now in negotiations for an initial contract.)

The photographer was discharged last January for insubordination, and the company refused the Guild's demand for arbitration over the firing because there was no contract between the two sides.

Judge Rubin held that because the Guild was not certified as bargaining representative until after the independent union's contract expired, "the Guild does not succeed to EEEPA's right under the contract and cannot compel arbitration under the successorship theory."

In granting the company's motion for summary judgment, Rubin also said that disputes that arise after the expiration of a contract need not be submitted to arbitration.

(The Cincinnati Newspaper Guild v. The Cincinnati Enquirer Inc., USDC SD Ohio W.D. Civil No. C-1-86-371)

Vote of retired pressman retains union

A pressman who retired in 1976 from The Daily News of Longview, Wash., but who did some part-time work for the newspaper was declared eligible to vote in an NLRB decertification election. And on the basis of his vote, the union won the right to continue representing pressroom employees.

In the election, other participants cast three ballots in favor of retaining Local 747 of the Graphic Communications International Union, and three in favor of no union.

To win an NLRB election, a union must win a majority of the votes.

The ballot in question was cast by retiree Rhodes Cox. The company challenged it on the basis that he was a temporary or "on-call" employee.

However, the board's regional director in Seattle, John D. Nelson, agreed with the union that Cox's vote should be counted. Nelson found that in the three months preceding the election, Cox averaged 8.6 hours of work weekly. With respect to the eligibility of on-call and part-time employees to vote, he said the board has determined that such individuals are eligible if they regularly averaged four hours of work per week in the quarter preceding the election.

(Westmedia Corp. and Walker and Graphic Communications Union Local No. 747, Case 19-RD-2513)

Court upholds union in Wilkes-Barre strike paper case

The 3rd U.S. Circuit Court of Appeals has denied an appeal by The Times Leader of Wilkes-Barre, Pa., of a decision upholding Local 120 of The Newspaper Guild in a dispute over the union's involvement in a strike paper.

The Times Leader sought to overturn an arbitrator's decision that the union did not violate a labor agreement by preparing to publish a competing paper—the Citizens' Voice—before striking the newspaper in 1978. The Times Leader filed its appeal after a federal judge refused to vacate the arbitrator's decision [presstime, June 1986, p. 94].

The 3rd Circuit, saying "no substantial question" had been presented, granted the Guild's motion for summary action.

(Wilkes-Barre Publishing Co. v. Newspaper Guild of Wilkes-Barre, USCA3 No. 86-5334)

NLRB issues complaint against Calif. daily

The NLRB has issued a complaint against The Sacramento Union based on charges filed by Northern California Newspaper Guild No. 52.

The Guild charged that the newspaper violated the Taft-Hartley Act by declaring an impasse in bargaining for a new agreement and by implementing a 15-percent wage cut [presstime, Sept. 1986, p. 60].

A hearing before an administrative law judge is scheduled to begin Jan. 27.

Additional arbitration awards

Baltimore Sun, Guild: Joseph M. Shamoff sustained the discharge of a part-time circulation department telephone clerk for disconnecting customer calls without responding to them.

Harrisburg (Pa.) Patriot and Evening News, Guild: Seymour Strongin upheld the discharge of a switchboard operator for excessive absenteeism.

Milwaukee Journal and Sentinel, GCIU: Joseph B. Kerkman awarded pressmen weekly wage increases of $23, $21 and $20 each year in a new three-year contract.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Recent contract settlements

Denver Post, Guild: Three-year agreement covering editorial and commercial employees; retroactive to Oct. 1, 1985.

Seattle Times, GCIU: Four-year agreement covering photoengravers; retroactive to June 16, 1985.

(Details in December 1986 ANPA Labor & Personnel Relations Letter.)

Waste newsprint-fired furnace may burn used ink, too

Since 1979, The Ellsworth (Maine) American has burned its newsprint waste in a furnace that heats the pressroom and mailroom. Now the company that manufactures the furnace is conducting research to determine whether waste ink can be burned in it as well.

That would make the furnace, called a wood boiler, not only energy efficient but also ecologically efficient.

"There are tons of waste ink out there, and incineration seems a good way to dispose of it," said James Russell Wiggins, editor and publisher of the weekly newspaper. "Disposal of waste ink is a major concern for newspapers these days."

However, William D. Rinehart, ANPA vice president/technical, cautioned that only the most preliminary kind of research has been conducted in North America on the possibility of burning waste ink in such a manner. He said newspapers "shouldn't get their hopes up" that such a solution will be quickly forthcoming.

Rinehart said burning is used in Europe and Japan where landfills are scarce. Newspapers truck waste ink to municipal incinerators where it is burned at high temperatures without smoke or vaporized ink escaping from the incinerator.

Newspapers' concern about disposal of oil-based waste ink is growing, as landfill space dwindles and as some newspapers face cleaning up sites where ink was once deposited [presstime, Oct. 1986, p. 6].

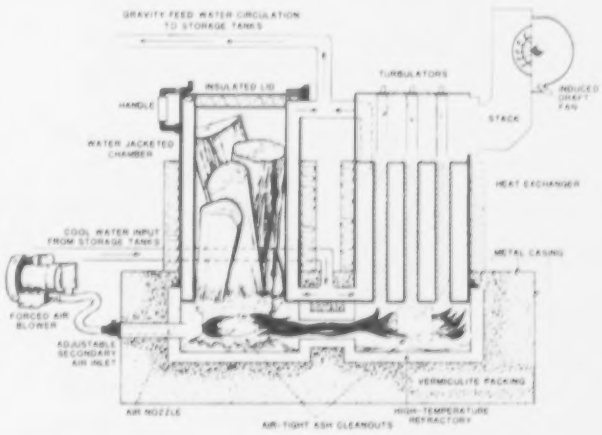
The furnace that is getting all of the attention has been operating at The Ellsworth American for seven years. It supplements a conventional oil-burning furnace. By burning leftover newsprint in the so-called "stickwood" furnace, the newspaper reduced fuel-oil bills by nearly two-thirds [presstime, Feb. 1980, p. 51].

The system was invented and designed by Richard C. Hill, a professor of mechanical engineering at the University of Maine in Orono, who worked with a grant from the U.S. Department of Energy. About 1,000 such systems have been installed, primarily in New England and Canada.

The wood-burning systems are located largely in commercial establishments, ranging from apartment buildings to coin laundrys, though a few are in private homes.

According to Edward C. Noyes, president of Madawaska Energy, Hollis Center, Maine, the company that manufactures and markets the furnaces, The Ellsworth American is the only newspapaper using the system.

Publisher Wiggins said he saw one of the units operating in a building and realized: "If you can burn wood, why not build a bigger system and burn newspapers?" He said the furnace is extremely efficient and has performed well over the years.



Schematic shows Biomaster's burning process.

No adaptations were necessary to burn newsprint rather than wood, Hill said.

The furnace works on a simple principle. Hill's aim was to achieve clean, high-temperature burning that would provide maximum heat for each pound of wood burned.

Hill's furnace was designed to burn wood gases that normally end up as smoke or creosote, the oily compound that coats chimneys.

A blower forces oxygen into the combustion chamber, where fuel is fed and burned. The blower and a draft fan combine to keep the combustion chamber hot and the air circulating vigorously. By doing that, the gases burn more efficiently, and temperatures of 1,400 to 1,800 degrees Fahrenheit are obtained. A water jacket around the combustion chamber controls the temperatures.

Another draft fan draws the gases through a tunnel between the combustion chamber and into the heat-extracting chamber. Pipes from the water storage boiler run between the combustion chamber and the heat extractor. The gases heat the water, which is then pumped through the system and into three space heaters. Air from the space heaters blows across the hot water, heating the room.

The American, an offset-printed newspaper, burns about 80 to 100 pounds of newsprint waste per week. Previously, waste newsprint was sent to a landfill.

The furnace, which Madawaska markets as the Biomaster, was conceived when energy conservation was front page news. It was particularly attractive to those heating with fuel oil when oil prices escalated rapidly in the 1970s. These days, with fuel oil the cheapest it's been in years, many Americans aren't concerned with energy conservation. Hill thinks that's a mistake.

"I believe we'll pay later for the energy wasted now. Conserving energy now should be just as important as it was in the mid-1970s," he said.

INK AS FUEL. Noyes of Madawaska said research into burning ink focuses on determining whether the furnace is capable of burning liquid ink or whether the ink should be solidified prior to incineration. Preliminary research indicates the gases emitted by newspaper inks may burn as well as the gases from newsprint or wood.

Hill does not think it would be too difficult to burn ink, though he cautions that any such adaption of the furnace would be subject to local and likely state and federal environmental approval. Such

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approvals were required for the original furnace design.

One theory for incinerating the ink would involve diluting it with kerosene and then dripping it onto the newsprint prior to burning. Or a metering valve might be used to drip the ink directly into the furnace, Hill said.

Because of the high temperatures in the furnace, he said, the gases emitted by the burning ink—just as those from the newsprint—would burn cleanly and not cause any air pollution. Further research will determine if that is true.

At the furnace manufacturing firm, Noyes reported that "we're not very far along in the research, but we did try soaking the newsprint in the waste ink and burning it. That's kind of messy, though, and we believe there must be a simpler way of doing it."

He believes the furnace could be adapted to serve newspapers of all sizes.

Madawaska will conduct further waste ink-burning tests in the near future, Noyes said. Meanwhile, he and Hill are in the process of constructing a prototype for a larger furnace that might better suit newspaper needs. —*Rosalind C. Truitt*

TECHNOLOGY NOTES

• Computer Peripheral Sciences Inc., Denville, N.J., has **acquired the primary assets of Cuneiform Systems Inc.,** the Nashua, N.H., typesetting company that shut down earlier this year [presstime, Sept. 1986, p. 64].

CPS purchased the assets, which include the Copy Processing System, a typesetting system used by newspapers, at an auction in October. The company is negotiating with Information International Inc. of Culver City, Calif., to develop an interface between the Triple-I pagination system and the Copy Processing System.

Cuneiform had about 100 newspaper customers.

• Hell Graphic Systems Inc. **acquired Xenotron Inc.**

Hell is a West German firm with U.S. corporate offices in Port Washington, N.Y. Xenotron, a British firm, has U.S. headquarters in Woburn, Mass.

Both companies manufacture electronic prepress equipment. For the near future, Xenotron will continue to operate independently.

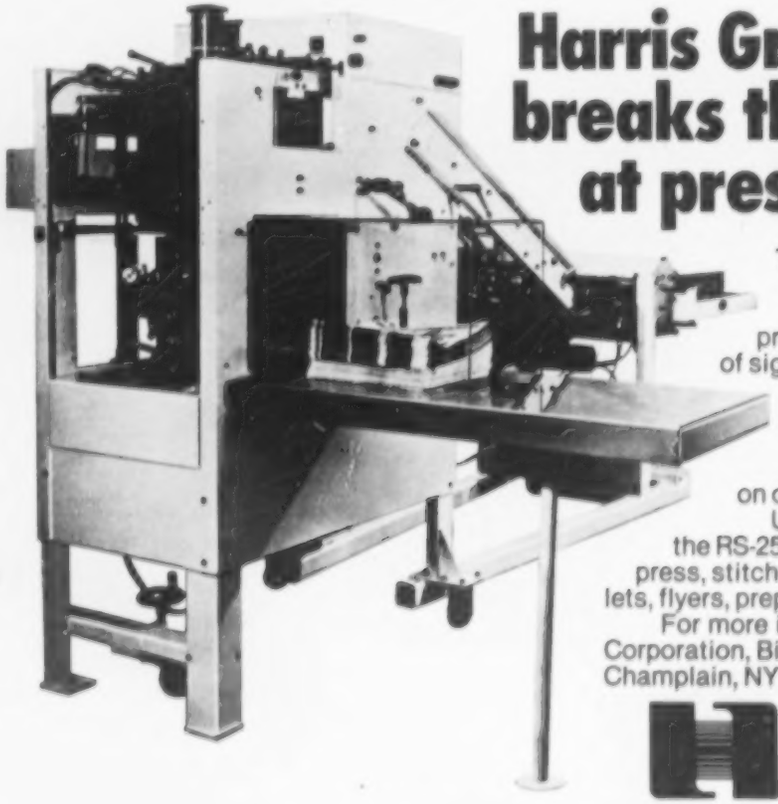
• Crosfield Electronics Ltd., a British firm that has acquired Hastech Inc., Muirhead Data Communications Ltd. and Composition Systems Inc. in recent months, announced the **formation of a new sales and marketing arm** to handle the company's various product lines [presstime, Aug. 1986, p. 54].

The new unit, Crosfield Data Systems Inc. of Glen Rock, N.J., will market text-processing systems, communications facsimile equipment, ad and pagination workstations, and a variety of color systems for newspapers.

• Two Massachusetts firms, Compugraphic Corp. of Wilmington and Texet Corp. of Arlington, announced they will manufacture and market **desktop publishing systems** integrating Texet's software with Compugraphic's hardware.

• Compugraphic also formed a new division, **Font Technologies**, to manufacture and market fonts for electronic printing and desktop publishing.

The new division will have access to more than 1,700 typefaces in the Compugraphic library.



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For more information, write Harris Graphics Corporation, Bindery Systems Division, Champlain, NY 12919.

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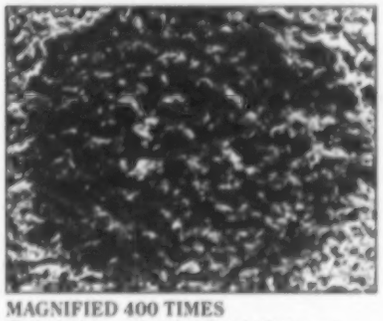

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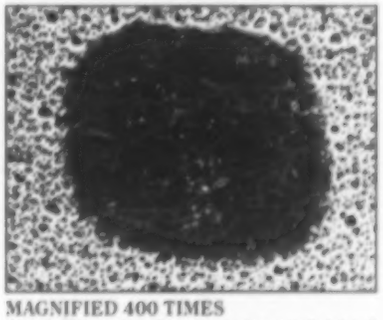

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TECHNOLOGY CALENDAR

• The National Printing Equipment and Supply Association will hold its **Print Outlook Conference** Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

• **Computer Graphic Arts**, a seminar, will be Dec. 7-10 at the Marriott Marquis in New York City.

• A seminar on **Color Separation and Electronic Scanning**, sponsored by the Graphic Arts Technical Foundation, will be Dec. 13 at the Greensboro/High Point (N.C.) Marriott.

• Expocounsul International will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

• **Computer Graphics '87** conference will be Jan. 14-16 at the Westgate Hotel in San Diego.

• **Graphics of the Americas '87**, a graphic arts trade show, will be Jan. 23-25 at the Miami Beach Convention Center.

• A **Conference on Desktop Communications**, sponsored by the Seybold Group, will be Jan. 28-31 at the Hyatt Regency San Francisco.

• **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel in Beverly Hills, Calif.

• **Collier-Jackson Users Group** meets March 13-17 at the Lincoln Hotel in Tampa.

• **Composition '87 and Type-X '87**, the National Composition Association convention and trade show, will be April 9-11 at the Marriott Marquis in New York.

• The annual **Conference and Symposium on Hybrid Imaging Systems** will be May 17-22 at the Genessee Plaza Holiday Inn in Rochester.

• **ANPA/TEC '87**, the Association's annual Technical Exposition & Conference, will be June 6-10 at the Las Vegas Convention Center.

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Printing problems delay publication of ink book

Printing and distribution of ANPA's new run-of-paper color ink book, planned by the end of this year, has been delayed because of production problems.

According to Peter P. Romano, ANPA director/technical services, it is now hoped the book will be ready for sale late next spring.

The new book, the first revision since 1981, also will be the first to combine both letterpress and offset inks into one volume. The *ANPA-COLOR™ AD-LITHO™ AdPro®* book will give guidelines for ink color, strength, shade and chemical content.

Romano said the colors must be printed precisely and consistently from book to book because advertisers and newspapers demand uniform color standards. That precise color reproduction hasn't been possible because of tinting and toning problems during test press runs. ANPA and the firm that is printing the book have been unable to pinpoint and resolve the problems, he reported.

ANPA researchers updated the book by dropping old colors and adding new ones [presstime, June 1986, p. 42]. ☐

Technical committees draw up agendas

The ANPA Technical Committee and the ANPA/TEC '87 Arrangements Committee will meet Jan. 13-14 at The Newspaper Center in Reston, Va.

The Technical Committee's eight task forces will meet individually, then issue reports to the joint assemblage.

The ANPA/TEC panel will make plans for the 1987 trade show in Las Vegas. ☐

Equipment exchange

For sale: Hell DC300 color scanner. Currently running outstanding color daily. Operator training available as well as film processor and all associated equipment for a turn-key installation. Contact Richard Kashner, commercial color manager, Press Enterprise Inc., 3185 Lackawanna Ave., Bloomsburg, Pa. 17815; (717) 784-2121.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Canadian shipments overseas surge

Canadian newsprint shipments worldwide increased by 19 percent in September from September 1985. Shipments to the United States were up 11 percent, while those overseas increased 93 percent.

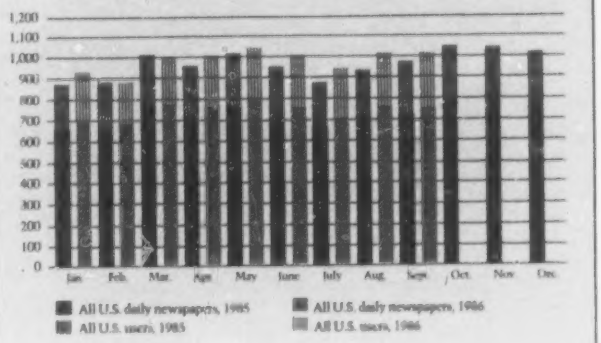
The growth in shipments to the United States reflected, in part, newsprint buying prior to the Oct. 1 announced price increase [presstime, Nov. 1986, p. 70]. The increase in overseas sales was helped by the increased value of the European currencies in relation to the Canadian dollar.

Shipments from Canadian mills for the first nine months increased 3.9 percent from the same period of 1985. Those to the United States rose 1.5 percent, those within Canada were up 6.8 percent and overseas shipments increased 13.8 percent. Domestic shipments from U.S. mills increased 2.1 percent during the period, and U.S. shipments overseas were up 23 percent.

Newsprint consumption by all U.S. users was 2.1 percent higher in September. Their consumption for the first nine months of the year was 3.5 percent above that for the same period of 1985.

Consumption by U.S. daily newspapers increased 2.2 percent in September and 3.2 percent during the first nine months.

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	August 1986(r)	August 1985	% Change
Northeast	186,903	172,588	+8.3
North Central	156,764	151,859	+3.2
South	240,849	229,454	+5.0
West	164,598	158,343	+4.0
Circulation size			
up to 25,000	65,094	60,460	+7.7
25,001-100,000	152,355	141,848	+7.4
Over 100,000	531,665	509,936	+4.3
August totals	749,114	712,244	+5.2
Eight-month totals	5,870,255	5,681,778	+3.3

Region	September 1986(p)	September 1985	% Change
Northeast	194,757	175,083	+11.2
North Central	155,347	156,463	-0.7
South	230,785	232,798	-0.9
West	162,805	163,280	-0.3
Circulation size			
up to 25,000	63,257	58,875	+7.4
25,001-100,000	145,514	142,712	+2.0
Over 100,000	534,923	526,037	+1.7
September totals	743,694	727,624	+2.2
Nine-month totals	6,613,949	6,409,402	+3.2

Estimated consumption of all U.S. users

	1986	1985	% Change
July totals	931,431(r)	888,111	+4.9(r)
August totals	1,002,622(r)	948,887	+5.7(r)
September totals	1,006,331(p)	985,158	+2.1(p)
Nine-month totals	8,773,402(p)	8,479,818	+3.5(p)

Production

	Canada	U.S.A.	North America
September 1986	743,874	419,525	1,163,399
September 1985	721,819	405,257	1,127,076
Increase	+22,055	+14,268	+36,323
	+3.1%	+3.5%	+3.2%
Nine months 1986	6,915,802	3,825,284	10,741,086
Nine months 1985	6,774,767	3,722,091	10,496,858
Increase	+141,035	+103,193	+244,228
	+2.1%	+2.8%	+2.3%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
July 1986	892,127	39	6
July 1985	962,033	45	6
August 1986	892,786	38	6
August 1985	987,779	44	6
September 1986	906,988	36	6
September 1985	961,692	41	6
Canadian mills			
September 1986	277,593	--	--
September 1985	401,584	--	--
U.S. mills			
September 1986	68,630	--	--
September 1985	86,261	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
September 1986	591,250	95,512	153,600	840,362
September 1985	534,455	90,019	80,062	704,536
Nine months 1986	5,017,857	812,607	1,098,142	6,928,606
Nine months 1985	4,945,269	761,041	964,834	6,671,144
Increase	+72,588	+51,566	+133,308	+257,462
	+1.5%	+6.8%	+13.8%	+3.9%
From U.S. mills				
September 1986	408,107	----	29,195	437,302
September 1985	381,855	----	22,634	404,489
Nine months 1986	3,567,838	----	245,311	3,813,149
Nine months 1985	3,495,553	----	199,450	3,695,003
Increase	+72,285	----	+45,861	+118,146
	+2.1%	----	+23.0%	+3.2%
From North American mills				
September 1986	999,357	95,512	182,795	1,277,664
September 1985	916,310	90,019	102,696	1,109,025
Nine months 1986	8,585,695	812,607	1,343,453	10,741,755
Nine months 1985	8,440,822	761,041	1,164,284	10,366,147
Increase	+144,873	+51,566	+179,169	+375,608
	+1.7%	+6.8%	+15.4%	+3.6%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

New tax law prompts brisk end-of-year buying and selling of newspapers

A flurry of additional buying and selling of newspaper properties can be expected by the end of this month because of the changes in the tax laws that take effect Jan. 1, analysts say.

Beginning next year, the tax on capital gains rises from 20 percent to 28 percent for individuals and 28 percent to 34 percent for corporations [presstime, Oct. 1986, p. 12].

Commented Christopher Shaw, chairman of the New York investment banking firm, Henry Ansbacher Inc.: "I think the first six months of next year will take place in the last six weeks of this year."

BUSINESS ROUND-UP

Among the recent newspaper-business activities were these:

• **Worrell Enterprises Inc.** announced it will buy 25 Harte-Hanks newspapers and three shoppers by Dec. 31. Harte-Hanks earlier had announced plans to sell 56 of its smaller newspapers, amounting to 15 percent of revenue. Worrell will grant Tucker Sutherland, president of Harte-Hanks Newspapers, an option to buy nine of the newspaper properties. Sutherland said he plans to leave Harte-Hanks in order to form his own company and bid on some of the Harte-Hanks papers. The sale to Worrell will leave 31 smaller media units Harte-Hanks plans to sell.

• **Gannett Co.** announced it will buy the Arkansas Gazette from the family of Judge Carnick White Heiskell for $51 million. The Gazette (morning, circulation 126,346) has been in a prolonged and bitter circulation and advertising battle with the rival Arkansas Democrat (morning, 81,420).

• **Knight-Ridder Inc.** agreed to purchase all outstanding shares of The State-Record Co. of Columbia, S.C., for about $311 million. State-Record publishes six daily newspapers: The State (morning, circulation 116,342) and The Columbia Record (evening, 29,398); The Sun-Herald (morning, 48,033) of Biloxi, Miss.; The Sun News (morning, 28,222) of Myrtle Beach, S.C.; the Starkville (Miss.) Daily News (morning, 6,730); and the Daily Times Leader (evening, 3,743) of West Point, Miss. The company also publishes two non-dailies.

Knight-Ridder also announced plans to reduce employment throughout its Newspaper Division in the next 14 months to contain expenses.

P. Anthony Ridder, the division's president, said the reductions will probably number in the hundreds and will come through attrition and, if necessary, through layoffs. An estimated 90 percent of Knight-Ridder's more than 22,000 employees are in the division.

• Standard & Poor's Corp. lowered **The Times Mirror Co.**'s long-term credit rating from AA minus to A plus, citing its $350-million debt from acquiring The Baltimore Sun. Subsequently, Times Mirror improved its cash position by completing the sale of two television stations for $200 million and agreeing to sell its Graphic Controls Corp. subsidiary, which makes a variety of products including coated imaging papers, for $146 million.

• Stockholders at **The Journal Co.**, publisher of The Milwaukee Journal and the Milwaukee Sentinel, turned down an offer by Affiliated Publications to buy the company for $626 million.

The offer was rejected by heirs of the Donald B. Abert family who hold 10 percent of the stock and have veto power over any sale. After the tender offer, more than half the employee shareholders signed a pledge not to sell their stock, a company spokesman said. Affiliated is publisher of The Boston Globe.

• Twenty-six plaintiffs who sued the **Evening News Association**, charging stock fraud, have settled out of court. The company, previous owner of The Detroit News and other media properties, had bought back stock from shareholders in 1984 for $250 a share. After Gannett purchased ENA for $1,583 per share, plaintiffs charged that ENA had neglected to disclose pertinent facts about the stock's worth. The Detroit News reported the plaintiffs settled for an additional $350 a share, ending a three-week civil trial.

• **American City Business Journals** will complete two major acquisitions before the end of the year.

American announced it will acquire Business Journals Publications Corp., based in St. Louis, for $40 million. Business Journals owns 10 publications.

American will also acquire Scripps Howard Business Journals, which operates 10 publications, for $24 million.

• **Pulitzer Publishing Co.** announced it will offer 1.4 million shares, or about 10 percent of the company's common stock, for sale to the public at about $30 a share. Industry sources estimated that Joseph Pulitzer Jr., Michael Pulitzer and their cousin, David Moore, will retain about 90 percent of the company. The company's properties include the St. Louis Post-Dispatch.

• The **St. Louis Globe-Democrat**, which foundered twice in recent years but managed to stay afloat, ceased publication, apparently for good.

Owners William Franke and John Prentis pronounced the paper out of business on Oct. 29, 10 minutes after the Missouri Supreme Court refused to hear an immediate appeal on the constitutionality of using public revenue bonds to bail out the financially troubled paper.

The Globe-Democrat had planned to use the $15 million in bonds mainly to buy presses [presstime, Nov. 1986, p. 75].

But a St. Louis lawyer sued, challenging the constitutionality of the bond issue. When the state Supreme Court said a lower court would have to hear the case before it ruled, the owners said no one would buy the bonds under such a legal cloud, and they folded the 134-year-old paper.

As of Sept. 30, the Globe-Democrat had daily circulation of 141,108, compared with 308,279 for the Post-Dispatch. The Globe employed about 340 persons, Prentis said. —*Gene Goltz*

Curtis seminar reports available

A summary of the third annual J. Montgomery Curtis Memorial Seminar at the American Press Institute is now available.

Called "Attracting and Retaining Newspaper Readers," the seminar brought together 21 newspaper executives from various departments—circulation, marketing, research, advertising and news.

Copies of the 24-page summary booklet were mailed to newspapers and related organizations in the United States and Canada. Additional copies are available from API, 11690 Sunrise Valley Drive, Reston, Va. 22091. □

Women discuss career blocks

Women's status in the media and their slow rise to the top were main topics of discussion at the International Women's Media Project, as women journalists from 38 countries met Nov. 12-15 in Washington, D.C., to discuss common issues.

Compared to other media, newspapers do not rate high, according to panelist Jean Gaddy Wilson, who presented some results of her five-year study in one of the opening sessions [presstime, Oct. 1986, p. 31].

In general, women make up about 36-37 percent of all media workers—at daily newspapers, television stations and radio stations. However, Wilson noted that while broadcast stations of all sizes are "fairly consistent in the percentage of women they hire," women are hired more frequently at the smallest newspapers which generally pay lower salaries. Women make up 55 percent of the workforce at papers under 10,000 circulation but only 28 percent at those over 100,000, she said.

Women from 38 countries attended the conference in Washington, D.C.

Consequently, female journalists in general are paid less in relation to their male colleagues when they work for newspapers than when they work for other media. In what Wilson calls the "top 30" jobs at dailies and broadcast stations, women are paid the same or more than men "roughly one-fourth of the time in radio, one-fifth of the time in television and one-sixth of the time at newspapers."

On the business side, newspapers also lag behind. In the top sales jobs at television stations in the top 75 markets—roughly half of all TV stations—proportionately "more women are hired and paid better than at the top 10 percent of newspapers," she told the group. However, Wilson predicted that "the best professional area for women" in the media will be sales, where "they are paid more equitable salaries" compared with men.

Using Wilson's statistics as a base, discussion centered on subtle situations that keep women from ascending to top management positions.

In her introductory remarks, Katharine Graham, chairman of The Washington Post Co., observed that although much progress has been made in their employment status in the media, women "have not advanced in satisfactory numbers to the upper levels. Women have yet to shatter the so-called 'glass ceiling'—the invisible barrier separating middle-management women from the power positions."

In a speech three years ago, Graham said "women will get to the top the same way men do, not with artificial aids or special deals, but by working harder and being better."

However, in her Nov. 12 address, she made a strong plea for some assistance to women, particularly in the area of child care.

"In order for women to be able to remain on the job long enough to gain the seniority they need to win the top spots, the conflicts of career and child care must be resolved," she said.

Without resolution of such conflicts, "my own great fear now is that women have peaked," said Karen Elliott House, foreign editor of The Wall Street Journal. But House, like most of the journalists present, urged women to "push for everything that ought to be theirs."

"It is time that we came together as a force," said USA Today Publisher Cathleen Black, urging women not to be afraid to be seen as "troublemakers."

Many participants also pointed out that the issue of women's representation in the media encompasses more than equal opportunity for employment. More women are needed for the same reason the media need more minorities, they said.

"We are a multicultural, racially diverse society. I think it is wrong that what is presented to the public as the news of the world is filtered ultimately through white male eyes," said panelist Carole Simpson, a correspondent for ABC News who led a move to improve the status of women in her company.

"I think it is real important to have Hispanics. I think it is real important to have Asian-Americans. I think it is real important to have blacks, to have women, to reflect the cultural diversity of the nation, as it is not being reflected now," Simpson said. —*Marcia Ruth*

Recent acquisitions

Ingersoll Publications Co. of Princeton, N.J., acquired Anderson (Ind.) Newspapers Inc. which includes The Anderson Herald, daily circulation 21,244, the Anderson Daily Bulletin, circulation 15,324, and two Michigan dailies: the Sentinel-Standard of Ionia, circulation 4,795, and The South Haven Daily Tribune, 2,632.

Lincoln Publishing Inc. of Des Plaines, Ill., acquired The Daily Gazette, Sterling, Ill., circulation 13,933.

Scripps Howard of Cincinnati is acquiring the Naples (Fla.) Daily News, circulation 32,568.

Eagle Newspapers of Salem, Ore., acquired the Sunnyside (Wash.) Daily News, circulation 3,231, and merged it with a weekly into the Daily Sun-News.

Westward Communications of Dallas acquired Douglas County Publishing Co., publisher of two Colorado dailies: the Douglas County Daily News-Press of Castle Rock and the Parker Daily News-Press, combined circulation 6,119. □

Press associations: changes in command

The **Society of Newspaper Design,** at its annual workshop Oct. 23-25 in San Juan, Puerto Rico, elected the following new officers:

- *President*—Margaret Balough, Austin (Texas) American-Statesman
- *First Vice President*—Anton Majeri Jr., Chicago Tribune
- *Second Vice President*—Robert B. Covey, The Seattle Times
- *Secretary*—Nanette M. Bisher, The Orange County (Calif.) Register

The **Newspaper Research Council,** at its fall conference Oct. 26-29 in Boston, elected the following new officers:

- *President*—Eleanor McConnell, Chicago Tribune
- *Vice President*—Steven Seraita, Branham Newspaper Sales, New York City
- *Secretary*—Edward Etchak, The Record, Hackensack, N.J.

The **Associated Press Managing Editors Association,** at its annual convention Oct. 21-24 in Cincinnati, elected the following new officers:

- *President*—Robert E. Rhodes, Corpus Christi (Texas) Caller and Corpus Christi Times
- *Vice President*—Robert Giles, The Detroit News
- *Secretary*—Diane Benison, The Evening Gazette, Worcester, Mass.
- *Treasurer*—C. Donald Hatfield, Tucson Citizen

The **International Newspaper Financial Executives,** at its annual convention Oct. 12-15 in Boston, elected the following new officers:

- *President*—H. Graham Woodliet Jr., Richmond (Va.) Newspapers Inc.
- *First Vice President*—Barry Peckham, The Dallas Morning News
- *Second Vice President*—David F. Licko, Reno Newspapers Inc.
- *Secretary*—John M. O'Brien, The New York Times
- *Treasurer*—Ronald J. Pollina, Eagle-Tribune Publishing Co., North Andover, Mass.

The Sheboygan Press

'87 County Budget: Drop In Equalized Valuation Balances Small Reduction In Overall Levy

Reagan Disavows Americans

Disaster Aid Office Being Set Up For Sheboygan Claims

The Werner family of Sheboygan, Wisconsin, has agreed to sell

The Sheboygan Press

(Daily Circulation 30,000)

To Ingersoll Publications Company

We are proud to have served as the broker for the Werner family interests in this transaction.

Lee Dirks & Associates
313-646-4230

Black, Hispanic journalist groups unite to improve hiring

Organizations representing black and Hispanic journalists have agreed to work together to encourage more minority representation in the communications industry.

After a November meeting in Philadelphia, the boards of the National Association of Black Journalists and of the National Association of Hispanic Journal-

Albert E. Fitzpatrick

Manuel Galvan

ists issued a joint statement. It said in part that "news and media organizations should not seek to divide us by playing one group against the other, saying 'We've hired a minority.'"

According to the statement, "'Minority' really refers to several groups with differing backgrounds, which have all been denied full participation in the communications industry. The hiring of one from a particular group does not present a true representation of all minorities."

To strengthen minority hiring, the boards agreed to:

- Create a team to monitor press coverage of minorities and the hiring and promotion practices of the media
- Request that local chapters of NAHJ and NABJ encourage minority junior and senior high school students to choose journalism as a career
- Advocate early identification of minorities with a potential for management and their placement on a managerial track.

Both presidents—NABJ's Albert E. Fitzpatrick, director of minority affairs for Knight-Ridder Inc., and NAHJ's Manuel Galvan, a reporter for the Chicago Tribune—urged cooperation with other minority organizations on these issues.

NABJ moved its office to The Newspaper Center in mid-September [presstime, Sept. 1986, p. 44]. NAHJ's office is located in the National Press Building in Washington, D.C.

Speeches

Frank A. Blethen

R. Victor Dix

Geri OBorne

Harold H. Greene

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041:

The "Glass Ceiling": Women's Barrier to Top Management
Katharine Graham, chairman, The Washington Post Co. International Women's Media Project, Washington, D.C., Nov. 12

Classified Advertisers and Newspapers: Past, Present and Future
Frank A. Blethen, publisher, The Seattle Times. Western Classified Advertising Association annual conference, Portland, Ore., Oct. 5

Bringing the Third World to the Classroom
R. Victor Dix, publisher, The Daily Record, Wooster, Ohio. Consortium for International Cooperation in Higher Education workshop, Cleveland State University, Oct. 30

Telemarketing As It Relates to Newspaper Advertising
Geri OBorne, telemarketing sales supervisor, Asbury Park (N.J.) Press. The Hearst Corp. publishers' and advertising directors' meeting, Seattle, Sept. 15

American Newspaper Associations and Their Functions in a Democracy
Lee Stinnett, executive director, American Society of Newspaper Editors, Reston, Va. Academy for Educational Development Group orientation seminar, Reston, Oct. 28

Quality Control for the Media
Everette E. Dennis, executive director, Gannett Center for Media Studies, New York City. Miami International Press Club, Sept. 23

The Aftermath of the AT&T Divestiture—and What's Next?
U.S. District Judge Harold H. Greene. Consumer Federation of America telephone conference, Washington, D.C., Oct. 23

Tax Reform in 1986: What It Means for Employee Benefits
Stuart J. Brahs, executive director, Association of Private Pensions and Welfare Plans, Washington, D.C. ANPA Human Resources Committee meeting, Washington, D.C., Sept. 23

Newsprint Prices and Other Economic Factors
John M. Duncanson, forest products analyst, Wood Gundy Inc., Toronto. ANPA Newsprint Committee meeting, Washington, D.C., Oct. 23

From the ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Oct. 24, Washington, D.C.:

Newsprint Specifications: A Newspaper Managers' Perspective
Gene McDavid, vice president and general manager, Houston Chronicle

Newsprint Specifications: Can There Be a Standard?
John G. Davis, group vice president, Abitibi-Price Inc., New York City

The World Newsprint Outlook: Consumption, Production and Trade to 1995
Robert B. Gordon, manager/market research, pulp and paper marketing, MacMillan Bloedel Ltd., Vancouver, British Columbia

ANPA *Calendar*

DECEMBER

prestime Advisory Committee meeting
The Hearst Corp., New York City, Dec. 2

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 4

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 4-5

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Regency Austin, Austin, Texas, Dec. 8-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 8-12

ANPA Technical Exposition and Conference Arrangements Committee meeting
Dallas/Fort Worth Airport Marriott, Dec. 11

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 5-9

ANPA Labor and Personnel Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11-13

ANPA Convention Arrangements Committee meeting
Times Mirror Co. offices, New York City, Jan. 13

ANPA Technical Committee and Technical Exposition and Conference Arrangements Committee meetings
The Newspaper Center, Reston, Va., Jan. 13-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

ANPA Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Sir Francis Drake Hotel, San Francisco, Jan. 26-28

ANPA Board of Directors meeting
Century Plaza Hotel, Los Angeles, Jan. 27-28

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 8-14

ANPA Direct Screen Color Separation in Newspapers Seminar
The Newspaper Center, Reston, Va., Feb. 9-13

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
South Padre Hilton, South Padre Island, Texas, Feb. 12-13

ANPA Management Development Workshop
Omni International Hotel, Miami, Feb. 16-19

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Los Angeles, Feb. 22-24

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 23-27

ANPA

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ANPA News

ANPA services, contacts outlined in booklet

ANPA has published a pamphlet listing its numerous member services and which department within the organization handles each activity. The pamphlet, "Need Advice or Assistance? Here's Who Can Help You At ANPA," includes phone numbers of 15 ANPA departments.

Copies are available from the ANPA Membership Department, The Newspaper Center, Reston, Va.

New members

The Gilmer Mirror
Gilmer, Texas (circulation 5,400). Sarah L. Greene, publisher.

THE HERALD
Truth or Consequences, N.M. (circulation 4,200). Robert Tooley, co-publisher.

Brazosport The Facts
Clute, Texas (circulation 25,383). Bruce H. Morisse, publisher.

The Benton Courier
Benton, Ark. (circulation 10,185). Sam M. Hodges, publisher.

The Winfield Daily Courier
Winfield, Kan. (circulation 6,138). Frederick D. Seaton, publisher.

THE LEDGER
Noblesville, Ind. (circulation 8,959). Ruth Ann Nunamaker, general manager.

Herald Journal
Monticello, Ind. (circulation 5,467). Roger J. Huntzinger, general manager.

Defensor Chieftain
Socorro, N.M. (circulation 2,727). R. Keith Green, publisher.

Letters

Reaction to syndicates story

In an otherwise delightful and informed article about syndicates (November special report), presstime has omitted a number of critical facts about two of the television service companies of United Media—TV DATA and TV EXTRA.

Unfortunately, your readers are left with the impression that (1) Tribune Media Services specializes in customized guides and supplies most of the larger dailies with television listings and by inference must be a major supplier of listings; (2) United Media "concentrates on TV books," implying that our major business is the publication of TV UPDATE magazine and not the supplying of television listings. . . . The facts are as follows:

(1) United Media's affiliate, TV DATA, is the major supplier of television listings in the world, serving over 2,500 clients with a combined circulation in excess of 65 million. TV DATA is nearly two-and-one-half times larger than Tribune in this area. In addition, TV DATA also "specializes" in customized listings, supplying an unprecedented selection of grids, rolling logs, etc. to client publications including such "larger dailies" as The New York Times, The New York Post, Boston Globe, Los Angeles Herald-Examiner, Chicago Sun-Times, Philadelphia Daily News, Washington Post, Miami Herald, Detroit News and Toronto Sun—to list just a few.

(2) In the television services area. . . . While TV UPDATE magazine is important to us, and represents a logical extension of both our listings and syndicate divisions, we do not concentrate on "complete TV books" as stated in presstime. Our basic business is providing television listings.

The article . . . creates a false impression by its exclusion of correct information about United Media's television service companies.

Kathleen Mitsud
Director of corporate communications
United Media
New York, N.Y.

• • •

Imagine my dismay when I read your article in the latest issue of presstime and discovered:

a. You didn't quote me, and

b. It was the best piece I have read on the subject of syndicates to date.

Nice work and congratulations.

John B. Matthews
Vice president, news & features sales
Tribune Media Services
Orlando

Marcia Ruth's special report on syndicates is outstanding in all respects: well-written, comprehensive, informative, lively—an excellent business, news and feature story. That she put a tremendous amount of research time and energy into the report is evident, given the complexity of the subject. I applaud her all the more. My only regret is that space required that the story end after nine pages; I was ready to keep reading on. . . .

Also, congratulations to Marion Lewenstein for her timely and important article on "Editors in business schools."

Marguerite Vauclair
Promotion manager
Los Angeles Times Syndicate

Competition in Canada

Hello down there! Have you ever heard of Canada? It's the second largest land mass in the world, by far the largest trading partner of the United States and most of us speak English. Many of us are members of ANPA.

How could presstime do a feature article on competitive newspaper cities (November) with *no* reference to developments in Canada? Toronto has three increasingly profitable daily newspapers. Calgary has two successful newspapers. Edmonton has two. Montreal has three.

The Toronto Sun Publishing Corporation (Toronto Sun, Calgary Sun, Edmonton Sun) has defied industry folklore during the past 15 years and introduced three new daily newspapers in competitive cities and all three of them are profitable.

This experience is quite relevant to all of North America. Shame on you for looking no further than the end of your nose!

A. Roy Megarry
Publisher
The Globe and Mail
Toronto

Holder available

Blue vinyl holders that store about 18 copies of presstime are available for $10 each. Send a check to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

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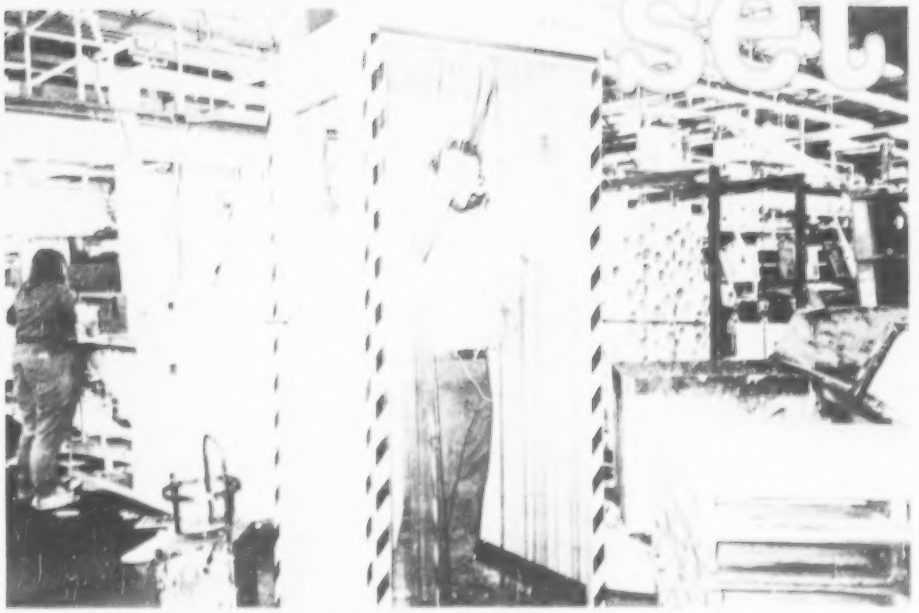


'Hello Ken, this is rewrite: Stop the presses!'

Clark Kent would be envious. His own phone booths right in the newspaper building.

At The Columbian in Vancouver, Wash., though, the booths are in the pressroom, and they serve a different purpose for Ken McAllister, supervisor of the Goss Community press.

Prior to construction of the plywood-frame booths in October, McAllister was accustomed to making several trips per shift to his office on the floor above to take telephone calls from other members of the staff. That's a problem when coordinating the press run with people throughout the building, or when an advertising representative wants to give the final go-ahead to run an ad.

The phone booths, which were constructed in the newspaper's carpentry shop, have glass windows and are topped with soundproofing material. The entrances are covered with the kind of long, heavy plastic strips often found shielding frozen foods in the grocery store.

According to McAllister, the phone booths are a quiet oasis amid the din of the pressroom.

This insert is a real rag

The headline, "The news hangs only by a thread," was the appropriate beginning of an insert that was carried by a French daily newspaper. The insert was printed on cloth.

A public relations move by French textile manufacturers, the 16-page supplement to the Paris tabloid Liberation extolled the virtues and variety of fabric and fashion.

The press run of 160,000 used 110,000 square meters of cloth and cost the advertiser 2.5 million French francs, or about $375,000.

There were unconfirmed reports that the Oct. 8 edition was stitched into garments by some enterprising readers. Which could lead to a new slogan for the feisty, independent daily founded in 1973 by Jean-Paul Sartre: "All the news we print will fit."

Newspaper numbers

400—number of column lines on a typical broadsheet newspaper page.

227—number of U.S. journalists who lost their lives while covering wars and other conflicts since World War I.

450—number of newspaper executives who serve on committees or boards of ANPA and ANPA Foundation.

26—number of states that have reporters' "shield" laws.

The Eastern-Pan Am shuttle war has drawn newspapers into the fray. Eastern offered Washington-New York-Boston passengers one free daily before newcomer Pan Am provided up to six (above). Eastern upped its offering to three.

They won't win a Pulitzer for this one

More graduates of Northwestern University's Medill School of Journalism have received the Pulitzer Prize than of any other J-school in the United States.

Or have they?

The claim was stated in press releases issued by Northwestern's University Relations Department in connection with a recent ceremony honoring Medill's 13 Pulitzer-winning grads.

The Pulitzer Prize office at Columbia University says it cannot confirm or deny the boast. "They didn't get that information from us," says Edward M. Kliment, administrative assistant, who reports that the office is working on a computerized database that "someday" may be able to retrieve that kind of information.

Meanwhile, Northwestern's PR operation probably will not win any awards for investigative reporting in the way it came up with that determination. According to Kenneth J. Wildes Jr., director of university relations, his staff contacted only two other journalism schools—at the University of Missouri and Columbia University. "We figured that the 'big three' J-schools would probably garner more than anyone else," he says. Missouri replied that it had 10 grads with Pulitzers; Columbia could not supply any numbers.

If any other school can come up with more, he adds, "By God, let them step forward."

The perfect Christmas gift

Among the legendary selection of high-ticket items offered by Neiman Marcus in its 1986 Christmas catalogue is a "lifetime" subscription to The Wall Street Journal.

For $6,000, the subscription will run 100 years, with the provision that it may be passed on to designated heirs on the death of the original subscriber.

"The People & The Press," One of a series.

Does President Reagan get better press than FDR did?

Chances are, you think the President gets good press.

In fact, you probably think the press is much more apt to deal fairly with his administration than with social and political issues generally.

These were just two of the things we learned when we commissioned The Gallup Organization to conduct the most comprehensive investigation ever of public attitudes toward the press.

Our study explored how people felt about every aspect of every news medium — bias, accuracy, sensationalism, credibility. You name it; Gallup asked about it.

With one exception.

We made no attempt to plot trends. We saw our study as the first in what we intend to be a series of Times Mirror investigations that monitor public attitudes toward the press over time.

So it came as a surprise to discover that Gallup had done a survey 50 years ago that asked people the same fairness question about the Roosevelt Administration...

And that people gave the same answer.

The same majorities felt the press was fair to the Roosevelt Administration in 1935 and the Reagan Administration in 1985.

The more things change, the more they stay the same.

What do you think?

The primary purpose of our study — and the ads and Times Mirror Forums around the country that discuss it — is to learn more about how people like you see our business.

To that end, we'd like to engage you in a dialogue about that business, to learn your views of issues like fairness.

So send them to us. Write our chairman, Robert Erburu, Times Mirror, Times Mirror Square, Suite 100, Los Angeles, CA 90053.

He's also the person to write for a summary of our study or an annual report. Or you can call our public affairs people at (213) 972-3946.

Who we are

We own the properties to your right. In terms of sales, we rank 135th among Fortune magazine's "500." In terms of net income, we're "0th.

Times Mirror Newspapers:
Los Angeles Times; Newsday; The Baltimore Sun; The Denver Post; The Hartford Courant; The Morning Call (Allentown, PA); The Stamford Advocate and Greenwich Time (Connecticut).

Times Mirror Magazines:
Popular Science; Outdoor Life; Golf Magazine; Ski Magazine; The Sporting News; National Journal.

Times Mirror TV Stations:
KDFW, Dallas; KTBC, Austin; KTVI, St. Louis; WVTM, Birmingham (AL).

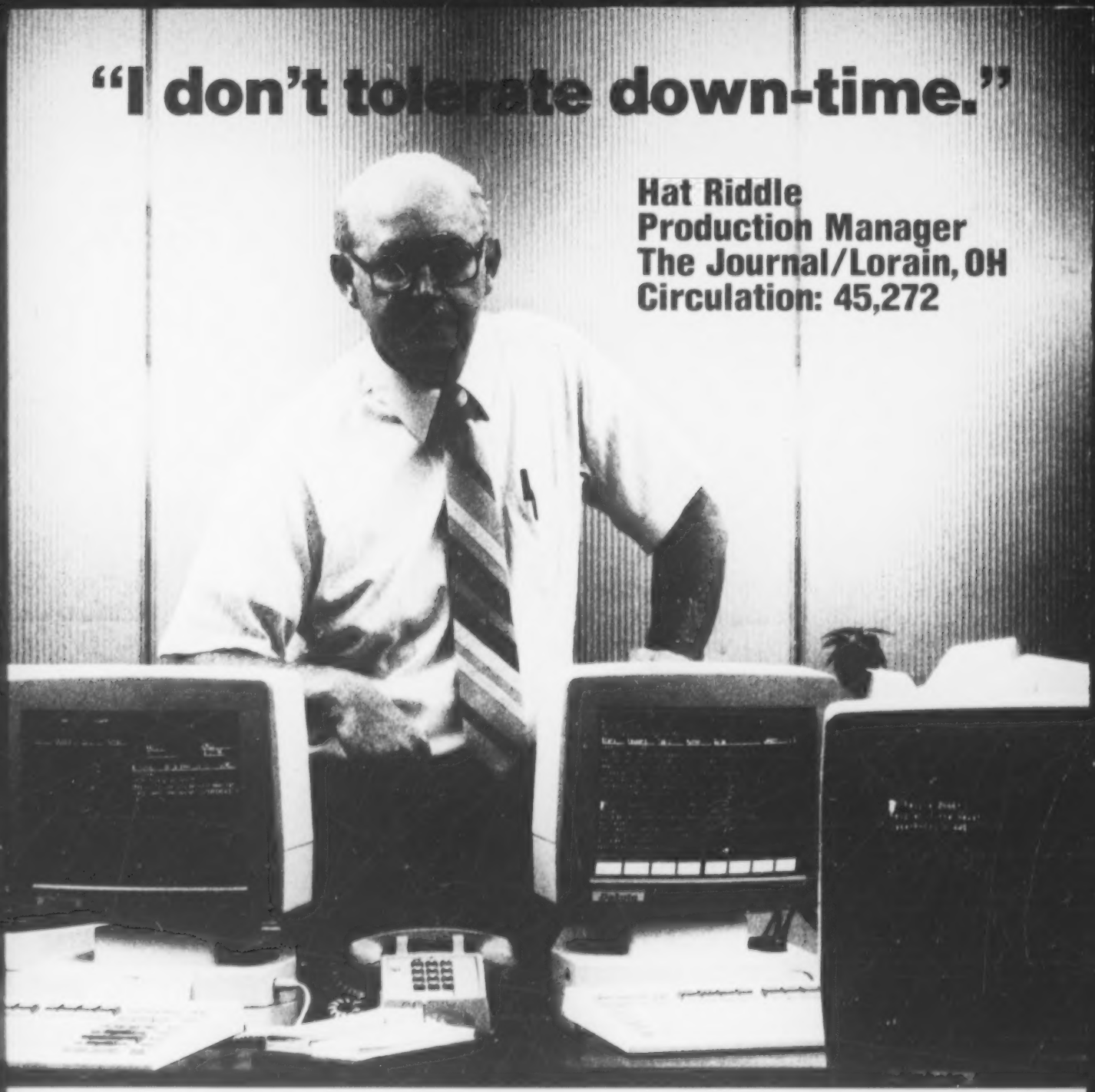
Times Mirror Cable:
Fifty cable TV systems serve 300 communities in 15 northeastern, western and southwestern states.

Times Mirror Publishing:
Matthew Bender & Company, law books; The C.V. Mosby Company, medical and college publishers; Year Book Medical Publishers, medical publications; Harry N. Abrams, art books; Mirror Systems, computer software; Learning International, training programs; Jeppesen Sanderson, flight information and training.

Times Mirror

We're interested in what you think.

"I don't tolerate down-time."



Hat Riddle
Production Manager
The Journal/Lorain, OH
Circulation: 45,272

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"Thanks to SII and Tandem, and their System/25, I don't have to face system down-time anymore.

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January 1987

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The Journal of the American Newspaper Publishers Association

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
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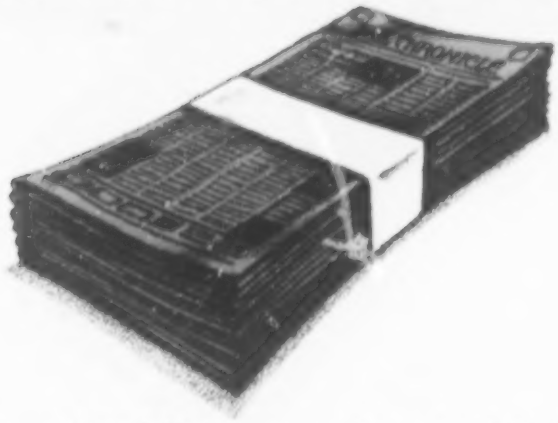
20014

SPECIAL REPORT

Newspapers Prune Some Holdings, Head Back To Basics

'87 Economic Outlook

WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



A newspaper that's benefited from the libel and privacy seminars of Mutual Insurance.

Preventing libel and privacy suits can save a newspaper a lot of money, but keeping up with the rapid changes in the law is a difficult task. That's why the reporters and editors of so many newspapers attend "How To Prevent Libel and Privacy Suits," a seminar offered by The Mutual Insurance Company of Hamilton, Bermuda.

Offered in half-day and full-day sessions, this seminar presents the facts behind recent cases affecting the current status of libel and privacy law, using actual stories, columns, cartoons, and photographs to illustrate important concepts. Seminar leader Barbara Dill is an experienced professional in the field of libel and privacy law, whose incisive commentary and exciting classroom method have been hailed by editors, reporters, and photographers across the country.

Offered to publications insured by Mutual as well as to press associations, this seminar gives journalists the insight they need to do their jobs with a minimum of risk. For more information on this unique opportunity, contact Barbara Dill at (305) 856-2965.

The Mutual Insurance Company Of Hamilton, Bermuda

Providing Protection For The Press

P.O. Box 1179, Hamilton 5, Bermuda; (809) 292-7633
(Send all mail via OVERSEAS AIRMAIL)

Outstanding Achievement by a Newspaper

In recognition of the best overall work by a newspaper in the 1986 competition

Metro Division

The Des Moines
Register
Braestab 5% sales tax not needed
2 legislators use on delay over leakage
City Council OKs $50,000 aid to packer
Head of Renault slain; terrorist group is sited
Son arrested in slayings of D.M. couple
Fire appears amid rumors of his death
Reagan and the Iranians: Public distrust, a new ugly

"The Register clearly has the best reporting. It is a fertile environment for good writing. It is exceptionally strong on planning and projects—and it all shows."

Judges' comment

Community Division

Minnesota stuns No. 2 Michigan
Morning DJs: You love 'em or you hate 'em
New debate flares over Reno growth
Reno Gazette-Journal
Sunday
How women view Nevada's legal brothels
U.S. mercenary gets 30 years
Pack wins Big Sky crown
Nicaragua finds Hasenfus guilty of terrorism for helping contras

"The ideas, and their execution were outstanding. The Reno Gazette-Journal clearly serves the readers well. What better test is there?"

Judges' comment

Editor of the Year

William Steinauer, managing editor of the Visalia (Calif.) Times Delta

"Bill Steinauer's efforts have resulted in the most improved newspaper in Gannett this year."

Nominators' comment

SCRIPPS HOWARD NEWS SERVICE-COVERING THE U.S.

Scripps Howard News Service has grown more than 1,000 percent in less than three years.

Why this rapid growth? Editors across the country say it's because they find lively enterprise, tight editing and compelling content in the highly usable daily package.

Small-town dailies. Major metro markets. Our more than 200 clients agree that Scripps Howard is in tune with the typical newspaper's needs.

Our clients span the continent: Lewiston (Maine) Sun-Journal; Providence Journal-Bulletin; New York Daily News; Carroll County (Md.) Times; Winter Haven (Fla.) News-Chief; Indianapolis Star; Chicago Tribune; Kenosha (Wis.) News; Minneapolis Star and Tribune; Kansas City Star; Kansas City Times; Bartlesville (Okla.) Examiner-Enterprise; Fort Worth Star-Telegram; Houston Chronicle; Yuma (Ariz.) Daily Sun; San Diego Tribune; Vista (Calif.) Morning Press; San Francisco Examiner; Seattle Times.

Every single client is important.

SCRIPPS HOWARD

presstime

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Special Report *Having branched out into non-newspaper fields years ago, many newspaper companies now are pruning back their properties. The drive to diversification has slowed, and the trend now is "back to basics"—print publishing, and to a lesser extent, broadcasting. In concentrating on their core businesses, newspapers are reflecting a trend in industry in general: "to dance with the one who brought you." Cable TV companies, newsprint mills and videotex ventures are among the ancillary businesses being divested.* 22

Flat forecast *Analysts foresee no great economic peaks or valleys for the newspaper business this year. Modest growth are the watchwords.* 6

Cashing in with 401(k)s *Tax-deferred savings plans are the fastest-growing employee benefit programs in the newspaper business.* 12

Out-of-country classroom *Opportunities have grown for journalists from developing countries to obtain training in the United States and elsewhere.* 16

Weeklies' revolution *Desktop publishing systems are enhancing profitability—and attracting entrepreneurs—for weekly newspapers.* 18

Purse strings *As money matters become more complex, most newspapers today don't make a major move without consulting the controller.* 32

On assignment in Nicaragua *Covering the Hasenfus trial, Milwaukee Journal reporter found helping hands extended by colleagues in Managua.* 36

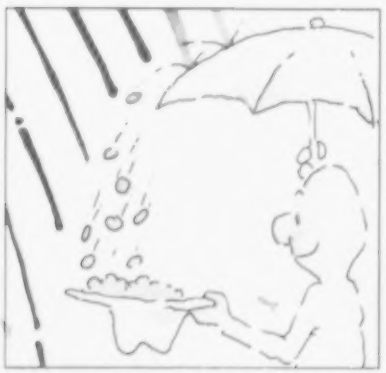
Firing line *Dismissing an employee is a delicate job, but most newspapers have managed to avoid legal entanglements.* 37

Essay: Retaining readers *Editor Daniel J. Warner Sr. says the key to keeping readers is to give them stories that touch their hearts.* 38

Profile: Robert E. Page *Well-traveled, hard-driving, the Chicago Sun-Times publisher and part-owner thrives on competition.* 40

Manhattan meetings *New York City dailies will soon begin negotiating for new labor contracts, but the results no longer set precedent.* 56

"Constitutional" Convention *Inaugurating the Association's second hundred years, ANPA 101st Annual Convention will have a constitutional theme.* 70



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CHAIRMAN'S CORNER

ANPA Foundation leads the way in many vital programs

Literacy projects. Minority opportunity programs. "A Celebration of Citizenship."

Add these to ANPA Foundation's regular agenda of Newspaper in Education, journalism education and First Amendment programs, and it becomes obvious that the pace of activities at our Foundation has quickened considerably.

The Foundation has developed a variety of programs to help newspapers get involved in local literacy campaigns. A hard-hitting slide show, used in presentations to newspaper organizations last year, now is available for use by local newspapers in their own communities. A development packet has gone to all newspapers, filled with suggestions, articles, ads and comics for use in setting up literacy programs.

Alvah H. Chapman Jr.

Through training seminars and on-site visits, the Foundation offers every newspaper an opportunity to serve its community and itself through literacy projects tailor-made to local needs.

ANPA members also have responded to the call for special programs to enhance opportunities for minorities in newspapering. More than $600,000 has been pledged to the five-year Foundation effort.

A manual on recruiting and retaining minority employees has gone to all newspapers. The new Newsletter on Minorities in the Newspaper Business goes to 13,000 newspaper professionals. Work of the intra-industry task force has increased attention to minority concerns in the form of job fairs, convention presentations, ad campaigns, employment surveys, a speakers bureau, and a seminar for CEOs on hiring and advancing minorities. Latest among these projects is a mentor program matching minority high school journalists with reporters at local newspapers.

The first *total-newspaper* job fair last fall brought representatives from 95 news organizations to Boston to talk with 246 minority applicants.

And as we move into 1987, the bicentennial of the U.S. Constitution offers newspapers an opportunity to honor both the document and the entire system of government for which free speech and free press stand as the cornerstone. ANPA Foundation will provide curriculum materials, articles, promotional art and advertisements throughout this bicentennial year.

On Sept. 16, in cosponsorship with press and education groups and the Commission on the Bicentennial of the U.S. Constitution, the Foundation will help organize a day long "Celebration of Citizenship" to be offered to every school in the country in preparation for the next day's 200th birthday observance. (See story, p. 47.)

We owe a vote of thanks to Ed Heminger of The Courier, Findlay, Ohio, and Charles Brumback of the Chicago Tribune Co., in their roles as chairman and vice chairman of the Foundation Trustees, respectively, for guiding these vital new programs. These moves toward literacy, equality and a more active citizenry will not succeed overnight. We need to commit ourselves and our organizations to them for the long term. Our Foundation is pointing the way.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

ANPA

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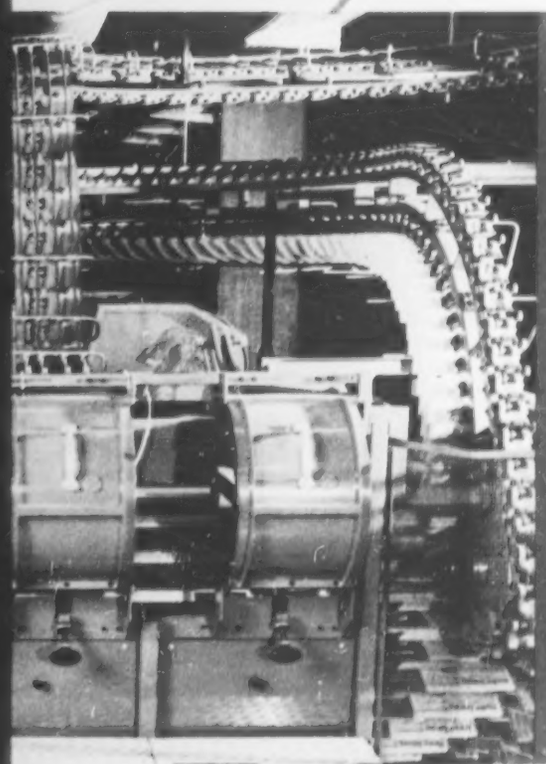

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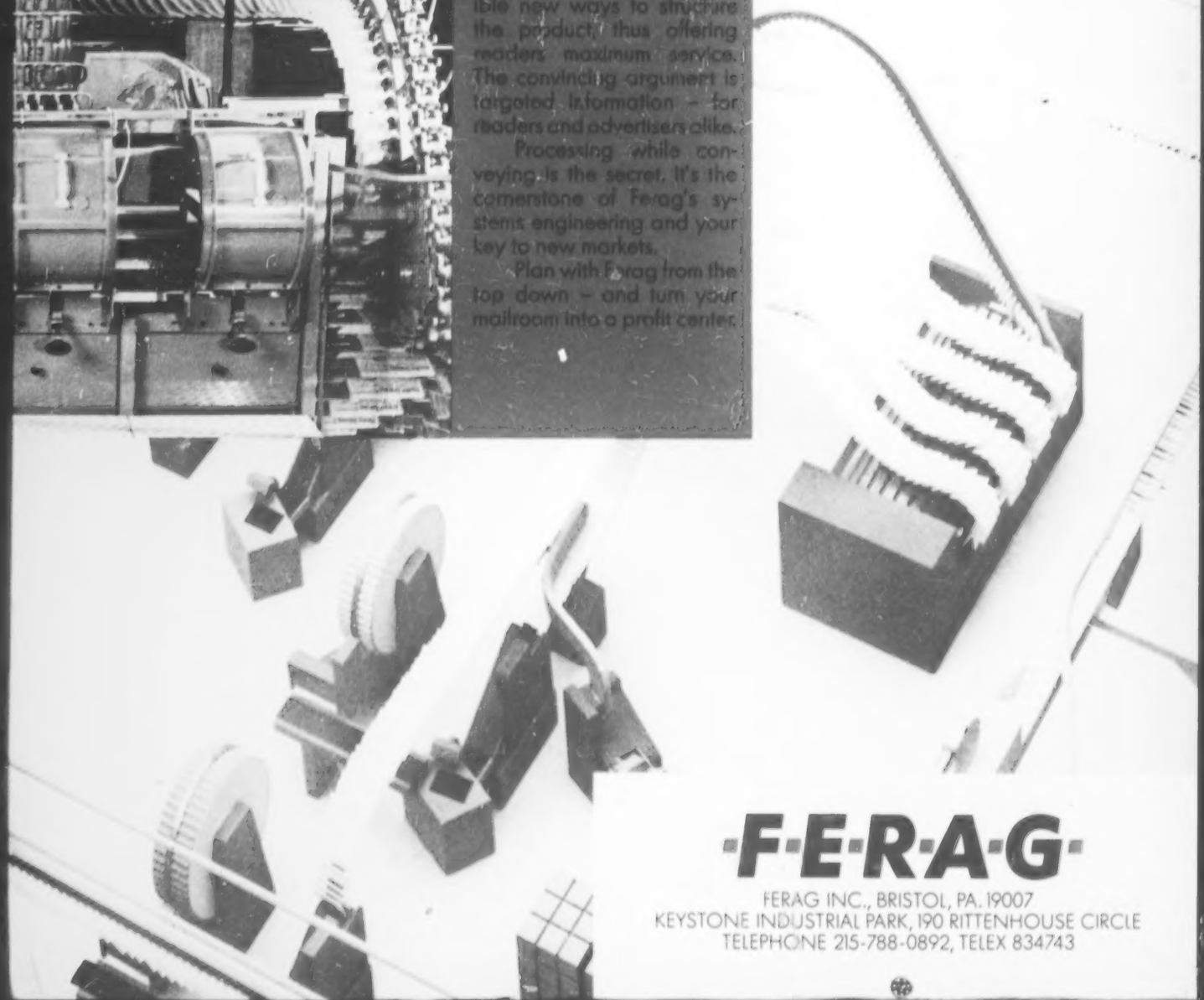

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ECONOMIC OUTLOOK

1987 will be a year of modest growth for newspapers, with a better second half than first half, analysts predict

BY GENE GOLTZ
presstime staff writer

Despite continuation of a rather sluggish economy, growth in newspaper advertising will probably outpace the U.S. gross national product this year. And the economic outlook for newspapers appears brighter in the second half of the year than in the first half, most industry analysts say.

Overall, it will hardly qualify as a banner year for newspapers, the analysts predict. But they foresee no recession, no great inflation and a slight decrease in interest rates.

At the 14th annual PaineWebber Inc. conference on The Outlook for the Media, observers were virtually unanimous in predicting no big surprises for 1987, no sudden changes up or down, and little to cheer about—or be excessively gloomy about.

"I don't think there will be any boom or bust in retailing in 1987," said Edward T. Parmalee, vice president/marketing of Knight-Ridder Inc., "but modest growth should enable newspapers to realize retail advertising linage gains in the range of 1 percent and a 6.5-percent increase in ad revenue for 1987."

There will be little to cheer about—or to be excessively gloomy about.

Parmalee predicted growth in advertising revenues for newspapers in 1987 as follows: national advertising, up 3 to 4 percent; retail, up 6.5 percent; classified, up 6.5 to 7 percent.

He said national will improve in the second half, but not beyond 4 percent.

Advertising expert Robert Coen, senior vice president and director of forecasting at McCann-Erickson Worldwide, predicted U.S. advertising expenditures in all media will increase by 7.6 percent in 1987 to $109.8 billion, about the same rate of increase as in 1986.

Coen's figures for newspaper advertising growth in 1987 are a shade more optimistic than Parmalee's: national advertising, up 4.5 percent; retail, up 7 percent; classified, up 8 percent.

"The U. S. economy appears to be resting on a sluggish plateau with no compelling force for change," John M. O'Brien, controller of The New York Times, told the Dec. 8-12 PaineWebber gathering in New York City. "Modest growth, accompanied by a low rate of inflation, is the ready description for 1986 and a likely assessment for 1987."

Observers cited several factors in explaining why a more robust economy does not appear to be in the cards this year, including weak labor markets and 7-percent unemployment nationwide. Among other reasons:

- The low price of oil continues to contribute to economic stagnation in the oil patches of the South, Southwest, Alaska and some other U.S. areas. Agriculture in the Midwest remains similarly hard-hit by depressed farm prices. A severe drought in the Southeast and elsewhere last year caused a drag on the economy in those areas.
- So far, the decline of the dollar has failed to have much favorable impact on the foreign trade balance.

'Shoe' **By Jeff MacNelly**

OUR BUDGET IS TOTALLY OUT OF HAND!! WE'VE BEEN SPENDING TOO MUCH MONEY.
IT'S TIME TO TIGHTEN OUR BELTS AROUND HERE...
RIGHT, CHIEF!!
HELLO, PURCHASING? I NEED A BELT.
7-7
MACNELLY

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• The new tax law is expected to inhibit growth in rental housing, commercial structures and durable equipment because the investment tax credit has been eliminated and depreciation schedules have been dramatically lengthened.

IMPACT ON NEWSPAPERS. These economic factors will have a crucial bearing on newspapers' 1987 economic fortunes.

"Construction of apartment buildings has already fallen," said O'Brien of the Times, "and contracts for new office buildings have been declining sharply."

He said projections show that real fixed investment will drop 1.2 percent, and housing starts will fall 8 percent in 1987. These factors will contribute to decreased real estate advertising, according to some forecasters.

Knight-Ridder's Parmalee also discussed the real estate scene. He noted that the continued decline in interest rates would normally stimulate real estate advertising, but that there is an oversupply of condominiums and commercial office buildings in many parts of the country, which means that advertising by developers "may be a little bit softer next year."

Parmalee said he expects similar weaknesses in the retail sector. "The economic climate isn't expected to be conducive to a strong retail sales year," he said. This is due to "a record level of consumer installment debt" and to "declining confidence in the economy. Nevertheless, it has been the case certainly over the last 10 years that retail advertising in newspapers basically continues to outperform the underlying economic climate."

Parmalee said he believes there will be "further erosion" in run-of-paper food advertising, which in many markets has largely shifted from ROP to free-standing inserts.

Classified ads could suffer not only from a weak real estate market but also from a reduction of automotive advertising, Parmalee said. "It's just going to be very, very tough, I think, for major [auto] manufacturers and dealer associations and the dealers to continue to advertise at the torrid pace they have been doing over the past four years in newspapers," he said.

Counterbalancing the lackluster economic forecast is the fact that total newspaper advertising has exceeded the GNP over the past few years.

Yet a note of warning was sounded in this regard by newspaper consultant Christopher Burns, who spoke to the annual International Newspaper Financial Executives conference in Boston in October.

In charting the relationship between the GNP and newspaper advertising over the past two decades, he said he found a distinct parallel: When GNP decreases, so does advertising in approximately the same ratio.

When there are exceptions, as there were in the early 1960s and again in 1982-84, a correction takes place later, Burns said. So, he added, despite the fact that newspaper advertising recently has exceeded the rate of GNP growth, a correction is bound to take place. "And when it [newspaper advertising] pulls back, it's probably going to take 2 or 3 percent of your [ad] revenue with it."

"The economic climate isn't expected to be conducive to a strong retail sales year."

"MIXED SIGNALS." Parmalee estimated that newspapers would end 1986 with total advertising rate increases of slightly under 6 percent, despite predictions by some analysts of up to 7 percent.

"Keep in mind," Parmalee said, "some industry linage and revenue estimates for 1986 may have considerable variations in regional and local newspaper situations. I've never seen, frankly, in the entire years I've been in this business, wider fluctuations in advertising performance within regions and from newspaper to newspaper."

This is due, he said, to the depressed economy in the oil-producing and agricultural areas and the booming economy in regions like the Northeast, where newspapers are outdistancing the rest of the country by far.

Nonetheless, Parmalee outlined a "modestly healthy scenario" for 1987. It is based on continued modest economic growth, stable or slightly lower interest rates, inflation not exceeding 4 to 4.5 percent, and disposable income growth at the rate of about 5 percent.

This means, he said, that newspaper advertising revenue should grow at a minimum of 6 percent in 1987.

O'Brien agreed there will be significant variations in newspaper situations, depending on the regional economy. "The signals are mixed," he said.

In general, he expects newspaper ad-rate increases "in the 5-to-8-percent range." The stronger markets will be in the Northeast and in other places where newspapers show circulation gains, enabling them to effect higher rate increases.

"I thus see the first half of 1987 being a bit of a struggle," O'Brien added, "particularly if fourth-quarter [1986] consumer spending on durable goods is accelerated, as consumers seek to take advantage of interest and sales tax deductions before they are eliminated in 1987."

The second half of the year will be better, O'Brien predicted, with an attendant pickup in advertising. This should result in pre-tax profits for the newspaper industry in the 10-percent range, he said.

The second half of '87 also should benefit from the tax law changes because

many consumers will then begin feeling the effects of tax reductions, O'Brien said. But he pointed out that because the full tax decrease does not take effect until 1988, some analysts have forecast flat or decreasing advertising volume this year.

CONTROLLING COSTS. The less-than-optimum year that they see ahead will also be buffeted by rising costs, according to newspaper executives and analysts.

James Keeley, vice president/operations for The Dallas Morning News, said salary expenses—the largest cost item for most newspapers—will escalate in the printing and publishing industries during 1987 by 4.6 percent to 4.8 percent.

In sections of the country with stagnant or downward economies, the increases will be closer to 4 percent, he told the Outlook for the Media conference.

These projections are less than those for all American industry during 1987. The American Compensation Association projects 5.2 to 5.4 percent wage increases for all industries, Keeley said.

In addition to salaries, fringe benefits will be more expensive. Health insurance costs are expected to escalate 15 to 25 percent, Keeley estimated.

Because they can't control the cost of newsprint, publishers will have to tighten up elsewhere.

Also going up is the cost of newsprint [presstime, Nov. 1986, p. 70].

In response to increasing expenses, Kevin Gruneich, media analyst for the First Boston Corp., said newspapers may be expected to exercise a greater degree of cost control in 1987. Because they can't control costs in newsprint, publishers will have to tighten up elsewhere, and that may mean reductions in staffing, particularly in production areas, he said.

On the revenue side, observers said many papers may raise circulation as well as advertising prices. In his presentation to INFE, consultant Burns actively recommended circulation price hikes. Circulation revenue dropped from 31 percent of a newspaper's total revenue in 1970 to 21 percent in 1985, he observed, saying this trend ought to be reversed.

Other analysts, however, recognize that publishers are reluctant to raise prices for fear of losing subscribers. "Some of the groups that were more aggressive a year ago are going to be a little more cautious in circulation prices increases" in 1987, Gruneich said.

Summing up their expectations for the new year, analysts and newspaper people alike said it would not be drastically different from 1986.

Said O'Brien of The New York Times: "The economic outlook . . . would seem to indicate that 1987 would be the same as 1986, with those [newspapers] currently doing well experiencing further gains, and those struggling seeing more of the same."

Parmalee of Knight-Ridder agreed. "In short," he said, "I think 1987 will be very similar to this year when it comes to advertising." □

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Simons wanted to find out how much of this was fact, and how much was fiction.

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The 401(k) Factor

Now popular at newspapers, these tax-deferred savings plans emerge from the new tax law relatively unscathed

BY CLARK NEWSOM
pressetime labor writer

The fastest-growing employee benefit program in the newspaper business is the "401(k)," tax-deferred savings plan.

As recently as 1982, no newspaper was known to have adopted such a payroll-deduction plan, which allows workers to put pre-tax dollars in a company-sponsored savings program. Such programs, also known as "salary reduction plans," are generally viewed as supplements to pension plans [pressetime, March 1982, p. 9].

Today, 401(k) plans—named after a section of the U.S. tax code—are so prevalent at newspapers and have received so much publicity that the term hardly needs explanation.

Newspapers' tax-deductible contributions to these plans vary widely, from zero in some cases to dollar for dollar—up to a certain limit—in others.

At The Tampa Tribune, for instance, employees can contribute up to 6 percent of their salaries, with the first 3 percent matched dollar for dollar. Employees have a choice of three investment options—in the stock of the Tribune's parent company, Media General Inc., in an equity fund of common stocks of major companies, or in a money-market fund invested in government securities. The company's contributions are invested in Media General stock, and the Media General Employees Thrift Plan is the largest individual shareholder.

The employee is not required to pay taxes on the savings until the funds are withdrawn.

Fortunately for most of the thousands of newspaper workers who have signed up for 401(k) plans, the Tax Reform Act of 1986 generally will not have a major effect on them. Highly paid individuals will be most affected.

In late 1985, as part of the tax-revision process, the Treasury Department had proposed ending the highly popular 401(k)s, but subsequent protests to Capitol Hill kept the plans alive.

Under the act, beginning this year there is an annual limit of $7,000 that an employee may contribute to a plan. The cap had been $30,000. There also is a 10-percent penalty tax on most early withdrawals of funds before age 59½ years.

The Times Mirror Co.

EARLY WITHDRAWALS RARE. Kenneth G. Wyatt, personnel manager of The Virginian-Pilot and The Ledger-Star in Norfolk, and other newspaper personnel relations specialists say that very few employees have been putting $7,000 or more into their plans each year, and early withdrawals have been rare.

The Norfolk dailies introduced their plan on July 1, 1985, under the name Savings Plus. Employees there may deposit from 1 to 4 percent of their gross pay into the plan. The company contributes 50 cents for each dollar the employee pays into the plan.

Under federal tax law, the employee is not required to pay taxes on the savings until the funds are withdrawn, when he or she may qualify for special tax treatment because of retirement or by forward averaging income over a five-year period. Forward averaging, however, will not be available for those under age 59½.

An employee may withdraw from the savings for "hardship" reasons, such as paying medical bills, purchasing a home or sending children to college. But this year, for the first time, these types of withdrawals are subject to a 10-percent penalty—the same as for early withdrawals from Individual Retirement Accounts. The penalty is waived for employees over age 59½, and there are several other special exclusions. Also, effective Jan. 1, 1989, withdrawals will be limited to the contributions made, excluding investment earnings.

Benefits specialists say the ramifications of many of the new tax provisions will not be fully apparent until the Internal Revenue Service issues final rules and regulations. "We're still waiting for the IRS regulations defining hardship," says Harry Gross, a partner in the defined contribution divison of Kwasha Lipton, a benefits consulting firm in Fort Lee, N.J. Accessibilty to funds is important to employees, especially younger workers, he says, and the future of 401(k)s depends on that accessibilty.

Among the first newspapers to start a

401(k) plan was the Telegraph Herald in Dubuque, Iowa. In fact, when the plan was launched in 1983, the company was the first in Dubuque to make one available to employees, according to Gerarda Lahey-Keppler, employee benefits manager. Thirty-five percent of the employees eligible to participate in the plan now belong to it, she says.

At the Indianapolis Star and News, the 401(k) plan is regarded as "a tremendous employee benefit," says David B. Wright, vice president and business manager of the newspapers and secretary-treasurer of Central Newspapers Inc., the parent company. The "Savings Plus" plan covers all employees of the company's dailies in Indianapolis, Muncie and Vincennes, Ind., and in Phoenix. The plan was launched Jan. 1, 1985, and Wright reports that 82 percent of the company's employees currently participate in it.

Under the Central Newspapers program, employees may contribute up to 5 percent of their pay with the company matching 25 percent of those contributions.

The plan is a supplement to the company's pension plan, and Wright says, "It's relatively simple to administer compared with a pension plan."

Employees receive a quarterly statement of their accounts, which is "something tangible," he says. "It's much more meaningful to employees than the annual pension statement."

Wright says some employees were skeptical when the plan was announced, asking "What's in it for the company?" While the company's contribution is tax-deductible, he says there is no significant financial benefit to the company. The benefit to the company comes from the "good will" generated, he says.

The plan at Central Newspapers was introduced with the assistance of the management consulting firm Towers, Perrin, Forster & Crosby of New York City, which provided promotional material and training on how to explain the plan to employees in a series of meetings.

CONTRIBUTIONS VARY. The 401(k) plans are administered in various ways at newspapers. For example:

• At Scripps Howard, the company matches 50 cents on every dollar up to the first 6 percent of salary saved. "It's one of our most popular employee benefits," says Robert E. Brophy, vice president of human resources.

The same formula is applied by three newspapers in The Times Mirror Co. group—Los Angeles Times, The Morning Call of Allentown, Pa., and Newsday of Long Island, N.Y.

The company's contribution is tax-deductible, but its biggest benefit is the "good will" generated.

• At Harte-Hanks Communications Inc., employees also may contribute up to 6 percent of their base salaries, and the company matches [illegible] percent of the contribution.

• At Dayton Mead Garage, employees may contribute from 1 to 10 percent of their salary. Dayton does not make matching contributions to the 401(k) plan, but it has a profit-sharing plan completely funded by the company, according to Personnel Director Cleatus B. Carroll.

• At The News and Observer and The Raleigh (N.C.) Times, employees may put in up to 6 percent of their earnings. The newspapers match 100 percent of the first 2 percent and 25 percent of the next 4 percent.

• At The Orlando Sentinel, the company matches 25 cents on the dollar up to 4 percent of contributions.

• At the Lexington (Ky.) Herald-Leader, employees may invest from 1 to 20 percent of their pay (up to the $7,000 salary-reduction cap) into the plan. The first 10 percent is deducted from gross earnings and everything above that from after-tax earnings. The newspaper matches 50 cents for each dollar invested up to 6 percent.

• The New York Times Co. matches 50 cents on the dollar up to 6 percent of contributions. An additional 4 percent can be contributed that is unmatched.

The surge in 401(k) plans among newspapers is reflected in U.S. business and industry overall. The Labor Department's Bureau of Labor Statistics reports that a 1985 survey of about 1,500 companies employing 100 or more workers found that 26 percent of the employees were in some type of 401(k) plan.

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St. Petersburg Times	FL	The Record-Searchlight (Redding)	CA
San Jose Mercury-News	CA	Wenatchee World	WA
The Sacramento Bee	CA	Longview Daily News	WA
Charlotte Observer	NC	Valley Newspapers (Auburn)	WA
Pioneer Press-Dispatch	MN	The Bulletin (Bend)	OR
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Contra Costa Times (Walnut Creek)	CA	Corvallis Gazette-Times	OR
Bangor Daily News	ME	Port Angeles Daily News	WA
Santa Rosa Press-Democrat	CA	The Daily Astorian (Astoria)	OR
Modesto Bee	CA	Cadillac News	MI
The Daily Oklahoman	OK	Santa Barbara News Press	CA
Bridgeport Post/Telegram	CT	Tri Cities Herald	WA
Providence Journal	RI	Walla Walla Union Bulletin	WA
Midland Reporter Telegram	TX	Bergen Record	NJ
Odessa American	TX	Los Angeles Heraid Examiner	CA
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Third World Training

Foreign journalists in increasing numbers are signing up for programs aimed at enhancing their professional stature

BY MARCIA RUTH
presstime staff writer

The dramatic growth in training for foreign journalists—primarily from developing countries—is vividly portrayed by the contrast in program directories published a decade apart.

More than half-an-inch thick, a new directory prepared by the Center for Foreign Journalists lists about 350 training programs in 70 countries for journalists outside their own borders. Ten years ago, a thin compilation prepared by ANPA listed 24 programs in a handful of nations.

Why the increase?

"It's very simple," says Thomas Winship, who followed his 1985 retirement as editor of The Boston Globe with the founding and presidency of the new Center for Foreign Journalists in Reston, Va. "I don't see any possible way that we can bring the First and the Third World together and make them understand each other unless the level of communication is ever so much more professional in the developing world" he says.

"We believe in it," says Andrew Barnes, editor and president of the St. Petersburg Times, which for the past seven years has had a unique exchange with The Nation, published in Kenya by the Aga Kahn. "We believe we can help people in Kenya to have a better functioning country by having better functioning journalists," he says.

Last year, about 1,600 foreign journalists participated in the more than 30 programs based in the United States.

Moreover, the numbers of programs and applicants appear to be growing. "The need has always been there," says George Krimsky, executive director of the Center for Foreign Journalists. "But as we get into the business of trying to identify the need, more and more people are stepping forward" [presstime, July 1986, p. 68].

Established in 1985 to coordinate the efforts of other organizations, as well as provide new programs of its own, CFJ doubled the number of programs originally planned for its first year of operation. By the end of 1986, in excess of 500 journalists from more than 100 countries had passed through CFJ's doors at the American Press Institute in Reston, Va.

There are more examples of rapid growth in the field.

Established in 1983, the Alfred Friendly Foundation is now receiving applications at a rate of 15 for each of 10 six-month fellowships it awards to foreign journalists for work on U.S. newspapers or newsmagazines.

Also in the third year of a similar program, the American Society of Newspaper Editors got eight applicants for each of its 12 six-week fellowships, which include about a month on U.S. dailies.

Participation by individual newspapers is also on the rise. According to a recent CFJ survey, 43 dailies have served as hosts to at least one foreign journalist, with another dozen papers interested in doing so.

And the New York-based Institute of International Education reports that in the academic year 1984-85, more than 4,000 foreign nationals studied some form of communications at American universities, a 10-percent increase over the previous year.

With this growth has come a variety that most of those active in the field consider a plus. "I'm for every kind of program you can get, because there is such a vast need out there," says CFJ President Winship.

But with growth has also come increased difficulty in funding.

"Competition for the dollar has increased dramatically," says Paul Sherburne, executive director of the World Press Institute, which for 25 years has run a training program based at Macalester College in St. Paul.

VARIETY COMMON. In terms of numbers, the largest group of foreign journalists in the United States are "visitors," about 1,200 a year, of which just over half are in government programs, primarily sponsored by the U.S. Information Agency.

According to CFJ's Krimsky, the distinction between "visitors" and other foreign journalists is that the latter spend at least part of the time working and/or observing at a news organization.

CFJ estimates that about 350 mid-career journalists are studying and/or teaching in U.S. universities, about 100 in organized programs and 250 on their own.

Only about 100 foreign print journalists are enrolled in more structured training programs, and these are supported primarily through private funding and the cooperation of specific newspapers and newsmagazines.

Roughly speaking, major programs in this category vary from the "hands-on" training of the Friendly and ASNE fellowships, to the "experiential" learning of the seven-month program of the World Press Institute, which gives 10-15 "early career" journalists a comprehensive view of

Former President Carter speaks to World Press Institute fellows.

American culture. This year, for example, the Minnesota-based program took participants to places as varied as New York City's Harlem and a Hopi Indian reservation, as well as to meetings with top officers of multinational corporations and senior government officials.

"We try to bring as many perspectives as we can put together," says WPI's Sherburne.

On their own initiative, about 20 foreign journalists a year attend programs designed for U.S. journalists at API and at The Poynter Institute for Media Studies in St. Petersburg. Responding to "a substantial number of requests," the Florida institute began its first seminars in Spanish in 1985. After two in 1986, Executive Director Robert Haiman says he is "testing the waters a bit" before adding more.

API does not plan to increase foreign participation in its intensive seminars, says Executive Director Frank Quine. Krimsky says CFJ plans to schedule more seminars built on the API model but exclusively for foreign journalists.

Adopting another strategy, the World Press Freedom Committee funds training programs abroad rather than bring foreign journalists to the United States. "We find that having programs right in the home environment seems to work better than in the United States," says WPFC Vice Chairman George Beebe, retired associate publisher of The Miami Herald.

Since 1977, WPFC has made 84 grants totaling more than $500,000 to assist journalists and journalism schools in developing nations. In most cases, WPFC works cooperatively with local, regional or other international organizations, with small to mid-size programs tailored to specific needs.

In addition, the organization sends its own trainers—primarily retired U.S. editors and executives—to conduct courses and seminars abroad.

Robert Hewitt, curator of the Jefferson Fellowships at the East-West Center in Honolulu, agrees that for entry level journalists, on-site training works better, particularly at such centers as the Press Foundation of Asia in Manila, Philippines. The Jefferson Fellowships, however, are designed for mid-career journalists—an equal number of Americans and Asians.

At the mid-career level, program directors agree that what takes place is more education than training, particularly in programs that include foreign along with U.S. journalists. "We're not training anybody. They are training themselves," says Charles Eisendrath, director of the recently renamed Michigan Journalism Fellows program at the University of Michigan, where foreign and U.S. journalists work on individual projects and attend core seminars during the academic year.

And editors at a variety of papers agree that several types of learning take place in programs for foreign journalists.

In a month on a 8,900-circulation Vermont daily, a Malaysian journalist in ASNE's program "learned an incredible amount about the openness of the American system," says Norman Runnion, editor of the Brattleboro Reformer.

As for the benefits to the host paper, foreign journalists "bring a world view to the newsroom and better prepare us to deal with the society as a whole," says William A. Hilliard, editor of The Oregonian in Portland, whose paper has also received foreign journalists from several different programs. □

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'Desktop Publishing' Spurs

BY MARGARET GENOVESE
presstime staff writer

The weekly newspaper industry is enjoying an economic renaissance, and so-called "desktop publishing" is a principal reason.

In fact, according to some observers, desktop publishing constitutes a "revolution" that is sweeping smaller newspapers in general.

Says William P. Monroe, executive director of the Iowa Newspaper Association: "It's the biggest, single technology smash to hit us since the advent of offset (printing). That's what the publishers are saying. It's really, really hot."

This is true even though some people maintain that a newspaper sacrifices type quality when it goes to a desktop-publishing system.

The trend toward desktop publishing is one of the many reasons that the weekly industry is "better equipped and more healthy than it has been in quite awhile," says Richard A. Nafsinger, president of the National Newspaper Association, an organization made up primarily of non-daily newspapers.

Overall computerization of newspaper publishing and the resultant labor savings are among other reasons he cites. But Nafsinger, president of Eagle Newspapers of Hood River, Ore., talks at greater length about the benefits of desktop publishing. The only daily in his group uses this new technology, and he says it is being considered for some of the group's 17 non-dailies.

For some operations, the technology can be an economic lifesaver, because it uses relatively inexpensive personal computers and plain-paper laser printers, as opposed to more costly mainframe computer systems and phototypesetters requiring photographic paper and darkroom developing chemicals.

Several years ago, a large weekly paper "could easily sink $50,000 to $100,000" in an editorial front-end system and phototypesetter, says William C. Sniffin, editor and publisher of the Wyoming State Journal of Lander. "Now we are seeing systems (of PCs and laser printers) in the $15,000 to $20,000 range that can do the same job as well and save 75 cents on the dollar in production supplies."

The 4,000-circulation Lander semiweekly switched to plain-paper typesetting last April, using three different brands of PCs and an Apple LaserWriter Plus printer. (The phrase "desktop publishing" reportedly was coined by the president of a computer software firm to describe Apple Computer's publishing system. It refers to the fact that the equipment, in contrast to bulky, conventional typesetters, can be placed on a standard-size desk.)

"I am spending less money to pay for my bank note to buy my equipment . . . than I was paying every month just for photochemicals and typesetting paper," says Dennis F. Herrick, publisher of The Sun, a 2,000-circulation weekly in Mount Vernon, Iowa. That newspaper has been produced on an Apple computer system for one year.

Herrick says he also was attracted to desktop publishing because it eliminated his newspaper's darkroom "chemical dependency," a change that he considers an environmental plus.

In addition, such a system is versatile. The same PCs that set advertising and editorial body type and headlines can help lay out a page, keep track of circulation and business accounts, generate mailing labels and print business letters.

For some newspaper operations, desktop publishing can be an economic lifesaver, because it uses relatively inexpensive personal computers and plain-paper laser printers.

"It's a natural for the weeklies," says George Cashau, ANPA director technical research.

No one knows how many weeklies have gone to desktop publishing, but whatever the number, it is expected to grow. "At this time, only a large handful have it," says Raymond C. Jones, executive director of the Pennsylvania Newspaper Publishers Association, which has offered seminars on the subject. But he predicts that "within a year or two" all Pennsylvania weeklies are going to have at least partial systems.

One broker who specializes in selling weekly newspapers says desktop publishing is making the field more attractive to buyers.

For a newspaper grossing between $100,000 and $250,000 a year—generally those with circulation of between 1,000 and 2,000—it can be the difference between making a "marginal living" and making a "pretty good living," says newspaper broker James F. Hicks of Buffalo, Wyo. "Weeklies, where the guy worked like the devil and made $20,000 to $25,000 a year, can now, if they have the guts, retool and increase their profitability considerably."

Add a modem and a facsimile machine, and an owner gets the possibility of centralizing production, circulation and bookkeeping functions for a group of weeklies in one plant, he says.

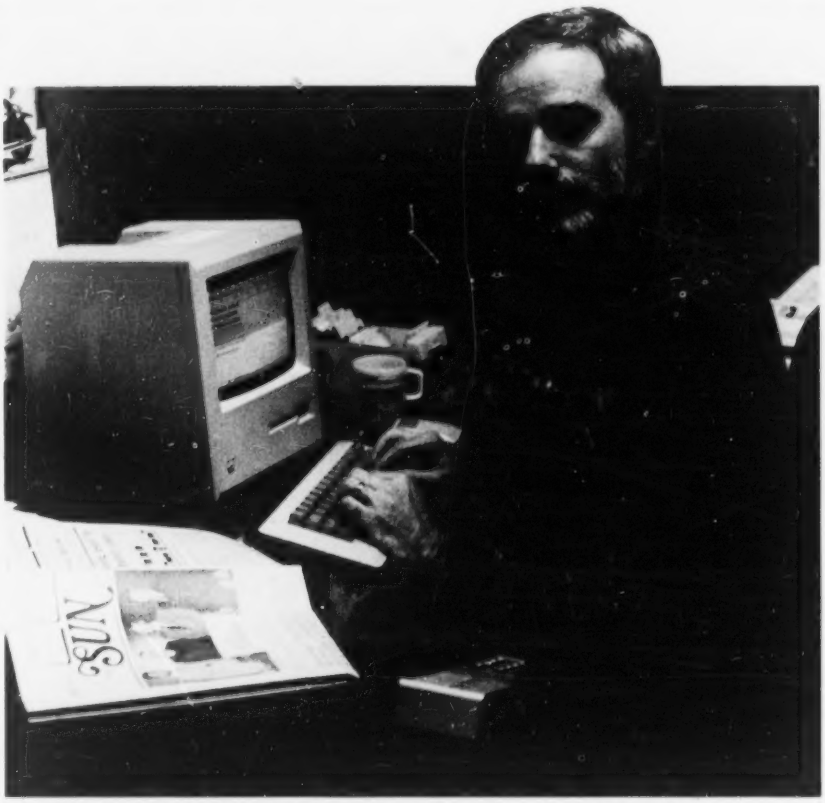
Until desktop pubishing came along, the future for small community newspapers appeared bleak, according to Hicks. But no more. "I think that the small-town newspaper does, in fact, have a pretty bright future."

ECONOMIC FACTORS. NNA's Nafsinger agrees that the outlook for weeklies is good, with some caveats.

In those areas of the country where the economy is hurting—particularly those dependent upon agriculture, mining, timber or energy—weekly newspapers are suffering along with everyone else, Nafsinger says.

He adds that many papers are concerned about the trend toward large, regional retailers and away from small, independent merchants who have been

Weeklies



Iowa Publisher Herrick's desktop system eliminates his paper's "chemical dependency."

the "linchpin" of weekly newspaper advertising sales.

However, on the whole, Nafsinger says the industry is "healthy and vital and putting out better newspapers than it ever has in the past."

Among weeklies' vital statistics:

• American Newspaper Representatives, the advertising-representative firm owned by NNA, will list in its 1987 directory 7,419 weekly newspapers (paid- and free-circulation) in the United States, with a total circulation of 46.9 million. This constitutes a decrease in numbers but an increase in circulation from four years ago, when the comparable figures were 7,626 U.S. weeklies with circulation of 44.3 million (presstime, June 1983, p. 42).

• In 1985, the most recent year for which figures are available, advertisers spent an estimated $1.5 billion in weeklies and shoppers, says James G. Conaghan,manager of economic and media analysis for the Newspaper Advertising Bureau. This is an increase from NAB's figure of $1.25 billion for 1982.

The relative health of the industry may be reflected on the acquisition front. "I think we are starting to see newspaper groups looking more seriously at weeklies," says newspaper analyst Bruce Thorp of the brokerage firm Lynch, Jones and Ryan in Washington, D.C.

He points out that the pool of dailies is diminishing; that larger groups are buying smaller groups, which often contain some weeklies; and that an increasing number of weeklies are developing the kind of strength that can lead to daily publication (presstime, Dec. 1985, p. 24).

Asked to identify trends in the weekly field, a half-dozen state press association managers mentioned such things as acquisitions and mergers and the addition of total-market-coverage publications. However, far and away the most frequently mentioned development was the movement toward desktop publishing.

DESKTOP DELIVERANCE. In West Virginia, for example, the number of newspapers using the systems is approaching one out of every four, according to William F. Childress, executive director of the West Virginia Press Association. Most of these papers are weeklies.

West Virginia's newspapers discovered desktop publishing almost by default, says Childress. It began when floods in November 1985 damaged or destroyed typesetting equipment at a number of papers in the state. Publishers had difficulty replacing their machines with conventional typesetting systems in time to meet production demands.

The press association, which had become familiar with the desktop-publishing concept, contacted Apple Computer dealers who put together desktop-publishing packages for beleaguered publishers, Childress explains.

The WVPA now offers training on Apple's Macintosh system and even has its own unit, which Childress says he is ready to take to the rescue of the next West Virginia newspaper with an emergency.

In 1984, The Mapleton Press became the first newspaper in Iowa to implement desktop publishing. Publisher Edward M. (Mike) Lyon became so enamored of the Apple equipment and software that he began selling the system in cooperation with an Apple dealer.

Since then, Lyon has helped 21 publications—most of them weeklies—put similar systems in their plants. Many other publishers have expressed an interest in making the change to desktop publishing when existing equipment needs replacement, or even sooner, he says. "We can see it just spreading very rapidly."

Another publisher-turned-desktop-publishing entrepreneur is Patrick J. Morgan, who last year sold his daily newspaper,

West Virginia's newspapers discovered the technology almost by default when floods in November 1985 damaged or destroyed typesetting equipment at a number of papers.

the Standard in Excelsior Springs, Mo., to devote all his time to marketing the new technology. He says at least one of the major phototypesetting vendors has decided it simply cannot compete in price in "the lower end of the marketplace"—smaller weeklies—and is leaving this market to desktop publishing.

Morgan in June 1985 started his own company, The Electronic Publisher Inc., a "value-added" reseller for Apple. He has sold systems to 70 newspapers, most of which are weeklies.

DRAWBACKS. Although weekly publishers praise their desktop-publishing systems, there are some downsides.

"The quality [of typography] is not as good," says newspaper design consultant Edmund C. Arnold. He calls headline-size type "not good, but passable." Body type presents less of a problem, because it is so small the "ragged edges" of the laser-produced characters are not noticable.

Another handicap, Arnold says, is that a limited variety of typefaces is available with the systems.

Some of the systems cannot hyphenate, other observers note.

"The quality [of typography] is not as good," and there is a limited variety of typefaces.

However, Arnold and others say these problems eventually will be remedied. And even now, weekly publishers using the systems say they are more than satisfied with the quality.

"We don't take this newspaper business lightly," says Sniffen, whose Wyoming newspaper has won more than 40 national awards in the last 15 years. "We would not have switched to this system if we felt it wouldn't produce a good quality newspaper for us."

Hernck in Iowa says he has "never had a single reader come in and say 'this newspaper looks funny.'" But many have said, "Boy, the paper looks nice.'"

Some people see other drawbacks.

Natsinger worries that weeklies with commercial printing operations may lose some customers who set up their own desktop-publishing systems.

Others say desktop publishing may bring about new competitors for existing weeklies. "If I were an entrepreneur fresh out of school, an idealistic young person who wanted to change the world, I'd buy myself a Macintosh and a LaserWriter and go to town," says Michael Abrams, associate professor of journalism at Florida A&M University and coauthor of a book on desktop publishing. "I wouldn't even have to spend as much as I would spend on a new car."

Indeed, desktop publishing has already produced some weekly offspring. For example, the free-circulation Metro News of Chicasaw, Ala., just celebrated its first anniversary of publication.

"There are only two of us putting out this paper," says Advertising Director Nancy Welch. "The only way in this world that we can do it is because we have this desktop publishing." □

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2nd in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

Why do they have to show things like this in the newspaper?

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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NEWSPAPER COMPANIES GO BACK TO BASICS

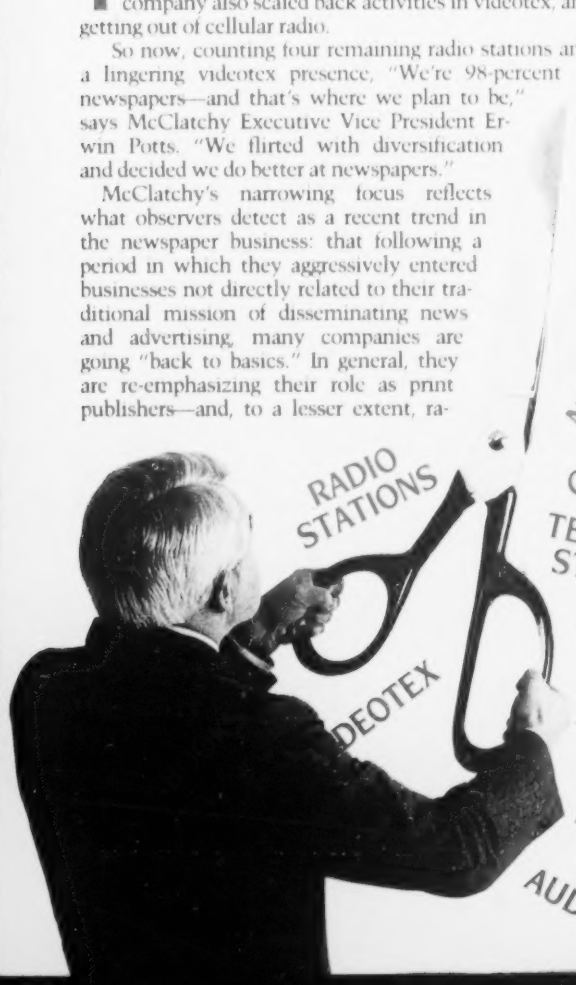
After an era of diversification, many firms are selling off peripheral holdings and focusing time and resources on their core business

BY C. DAVID RAMBO
presstime staff writer

In the late 1970s McClatchy Newspapers saw great promise in owning cable television systems, so it purchased four. Last year, however, McClatchy sold its cable holdings. The company also scaled back activities in videotex, and it is getting out of cellular radio.

So now, counting four remaining radio stations and a lingering videotex presence, "We're 98-percent newspapers—and that's where we plan to be," says McClatchy Executive Vice President Erwin Potts. "We flirted with diversification and decided we do better at newspapers."

McClatchy's narrowing focus reflects what observers detect as a recent trend in the newspaper business: that following a period in which they aggressively entered businesses not directly related to their traditional mission of disseminating news and advertising, many companies are going "back to basics." In general, they are re-emphasizing their role as print publishers—and, to a lesser extent, radio/TV broadcasters—and de-emphasizing their involvement in other enterprises.



Certainly, newspaper companies' holdings remain a colorful lot. They include community newspapers and shoppers; magazines; books; syndicated feature services; commercial printing subsidiaries; paper mills and timberlands; television programming—even TV networks; videotex, audiotex and other high-tech means of delivering information; cellular radio and paging systems; direct-mail firms; educational services; and more.

There are some that stray even more boldly from the usual pattern: among them, a catfish "ranch" owned by Donrey Media Group, a T-shirt printing operation at The Bulletin of Bend, Ore., and the Oklahoma Publishing Co.'s Opryland theme park near Nashville [presstime, June 1984, p. 26].

But on the whole, the drive to diversity has shifted to a lower gear. In the words of James N. Longson, vice president/corporate development of Tribune Co. of Chicago, media companies are "consolidating, refocusing."

Even passage of the Tax Reform Act of 1986, which reduced the tax benefits associated with acquiring new companies starting this year, did not fuel a late-'86 diversification frenzy. It may have played a role, however, in the "consolidating, refocusing" that Longson described, as newspaper companies generally emerged from the tax-law-induced buying spree as more heavily involved in core businesses than in recent times.

Observers in late December were awaiting final word on how year-end deals would reshape the newspaper business. Although no one knew for sure the number of transactions that would be concluded on or before Dec. 31, Owen Van Essen of the brokerage firm Lee Dirks & Associates, Birmingham, Mich., predicted that this month there would be 30 or more announcements about newspaper sales.

Another expert who thinks diversification has ended, at least for now, is consultant Ellen Berland Gibbs, president of Communications Resources Inc., New York City. "Newspaper companies are saying newspapers are going to be the backbone" of their business and that newspapers will remain strong, at least in the foreseeable future.

Some analysts observe that newspaper companies have proven they can weather competition posed by broadcasters, cable, shoppers, direct mailers and others, and that they need not buy such properties for fear of losing ad revenue to them. Competitors of all sorts have "been around long enough so that we can see that newspapers will survive that onslaught," says Bruce Thorp, newspaper securities analyst of Lynch, Jones & Ryan in Washington, D.C.

Evidence of the perceived value of newspaper operations is the ever-increasing prices paid for them.

"Overall, I am seeing as much interest in daily newspapers as I've ever seen" in seven years of working as a newspaper broker, says Lee Dirks. Out-of-the-mainstream purchases "sometimes . . . prove to be exciting, but sometimes they prove less attractive than [executives] thought they'd be," adds Dirks, a newspaper stock analyst before starting his own brokerage firm.

Christopher J.H.M. Shaw, chairman of the investment banking firm Henry Ansbacher Inc., New York City, says another reason for newspapers' more modest diversification activity is that most media-related expansion opportunities already have been explored. There are "no new media coming along" that newspapers can capitalize on, "other than satellite, which is marginal," he says. Newspapers are using satellite technology mainly for transmitting facsimiles to faraway printing sites.

Charles Cherney, Chicago Tribune

Tribune Co.'s WGN-AM makes an impressive appearance on Chicago's Michigan Avenue.

The trend applies to newspapers in Canada as well as to those in the United States. Canadian newspaper executives say diversification there is at low tide, following an era in which some firms collected impressive non-newspaper properties. Among those holdings are Torstar Corp.'s Harlequin Romance novels and Quebecor Inc.'s array of legal, educational and other books including many French-language volumes.

There are exceptions to the consolidation trend, of course. In fact, Dirks says "diversification will continue, but that's true even as some companies prune some operations."

And the extent of companies' re-emphasis on their core businesses depends largely on the makeup of those companies and how they define their missions.

Tribune Co., for example, is a communications firm with major broadcast holdings although newspapers contribute most of the company's overall revenue and profit. The firm sold its cable properties last year, Longson says, so that it could concentrate its efforts in the electronic media on broadcast television and radio.

Diversification can change a company's entire focus. Park Communications originally was a broadcast company that had no newspaper holdings prior to 1972. Park then owned as many broadcast stations as permissible under Federal Communications Commission rules and saw newspapers as the best channel for expansion.

Park now owns 31 dailies, 23 non-dailies and about 35 shoppers. The newspaper division in 1985 generated more revenue than the broadcasting side, and Robert J. Rossi, vice president-newspapers, says newspapers are expected to maintain that lead.

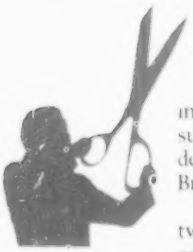
Perhaps one of the most dramatic "back to basics" steps of recent vintage was taken by Harte-Hanks Communications Inc. The company announced in November it will sell 56 of its 115 operating units to better "focus on our five core businesses"—newspapers, television, advertising shoppers, direct marketing and cable TV.

Although the entities being sold represent nearly half of the company in number of units, they contributed only 15 percent of annual revenue. They were "too small to make a significant contribution to Harte-Hanks overall" or were "in markets which don't fit our strategy," says President and Chief Executive Officer Robert G. Marbut.

BUY-AND-SELL BINGE. There are many other examples of recent activity in the media marketplace, some spurred by the new tax law but all in keeping with the overall trend. Among them:

- The Times Mirror Co. has divested 80 percent of its newsprint-manufacturing firm as well as a paperback book publisher, a graphic-arts supply business, another subsidiary that made products for medicine and science, some cable TV systems and three of its seven television stations. It also sold the Dallas Times Herald because of a soft local economy and strong competition. But last year, it bought A.S. Abell Co., publisher of The Baltimore Sun plus four magazines and owner of TV stations

In general, they are re-emphasizing their role as print publishers—and, to a lesser extent, radio/TV broadcasters—and de-emphasizing other enterprises.



in Baltimore and Richmond, Va. (Times Mirror subsequently sold the TV stations.) In separate deals, it also acquired National Journal and Broadcasting magazines.

• A.H. Belo Corp. of Dallas said it will sell two of its four radio stations. "Belo intends to concentrate its resources in the newspaper publishing and network-affiliated broadcasting businesses," says Robert W. Decherd, chairman and chief executive officer.

• Although its parent firm, Thomson International, is heavily diversified in oil and other interests, the Thomson newspaper organization in North America plans no diversification beyond a half interest of Augusta Newsprint Co. of Augusta, Ga. And Thomson Newspapers continues to grow. Its latest acquisition was The Times & Alleganian Co. of Cumberland, Md., raising the number of papers in the group to 154: 39 dailies and 13 weeklies in Canada, and 97 dailies and five weeklies in the United States.

• Scripps Howard sold 10 weekly city business publications to a competitor. It also sold Berkley Small, its newspaper vending-machine and circulation-supply unit. Meanwhile, Scripps bought its first daily in 21 years, the Naples (Fla.) Daily News. "It's back to basics time," explains William R. Burleigh, senior vice president/newspaper publishing. Gilles Champagne, senior vice president/corporate development, says, "There is a mood in the country right now that you go back to what you know how to do best."

• Southam Inc. of Toronto cut way back on videotex activities conducted through its Infomart unit. In the past year, Infomart "has been downsized to something less than half" of its previous structure, says Paddy Sherman, president of the Southam Newspaper Group.

In a number of cases, newspaper companies are feeding the trend not so much by what they are doing, but by what they are *not* doing. Copley Newspapers postponed plans to form a partnership with some other newspaper companies to produce newsprint. And even though it probably could have entered the software business successfully, Dow Jones & Co. has not done so. It has opted instead to remain in the "information business,"

While most newspapers have sold their cellular radio interests, The Washington Post Co. maintains partial ownership in two systems.

Paying high prices that some newspapers have commanded would have been "so dilutive to earnings it would have been harmful" to the company.

observes analyst Thorp. "There are ample examples to show that media companies are interested only in media companies," he adds.

That "interest" sometimes becomes passion, judging from the high prices that have been paid for some newspaper properties. Investment banker Shaw says while Gannett Co. paid 2.8 times annual revenue for the Louisville newspapers last May, that was modest compared with multiples of 5.5 and 8.5 that some other companies paid for newspapers late last year.

Harte-Hanks' Marbut says the new tax law and lower interest rates helped to elevate newspaper prices toward year-end. Prices now could come down, he believes, especially if interest rates reverse course.

But until then, the big price tags are deterring some media companies that say they would like to expand more heavily into newspapers.

Ross F. Hamachek, vice president-planning and development, noted in The Washington Post Co.'s 1985 annual report that many properties in its three "traditional lines of business—newspapers, television stations and magazines—became available" in the previous several years. But those with "characteristics warranting our attention were sold at prices we were not prepared to pay."

Consequently, the company since 1981 has invested $650 million in other areas, including 53 cable systems acquired from Capital Cities/ABC Inc., cable sports programming, cellular telephone partnerships, and a company that prepares students to take various academic, professional and licensing examinations.

The high price of newspaper properties also has curbed activity at Multimedia Inc. of Greenville, S.C.

"We very much would like to have additional newspapers," says Donald J. Barhyte, president of Multimedia's newspaper division and treasurer and chief financial officer of the parent organization. Lately, though, the company has found it "could buy other properties for a better price." Paying high prices that some newspapers have commanded would have been "so dilutive to earnings it would have been harmful" to the company, he says.

ROOTS OF DIVERSIFICATION. Although many newspaper companies may be pruning limbs that yield little fruit, the history of newspapers in this century has been, for the most part, one of branching out. In the 1920s, for example, newspaper publishers were pioneers in radio. A couple of decades later they were among the first to take a chance on television.

In recent years, their entrepreneurial spirit led them to invest in cable TV, new computer-based information systems, cellular radio and other fledgling products of new electronic technology. Along the way they added a long list of more traditional communications holdings such as book companies and magazines.

For many firms, changes in their names alone tell the story of expanding beyond the newspaper business. Harte-Hanks

Newspapers is now Harte-Hanks Communications. Gannett Newspapers is now Gannett Co. Knight-Ridder Newspapers last year became Knight-Ridder Inc.

"'Newspapers' was no longer an accurate description of our company," says a Knight-Ridder spokeswoman. "We wanted to be seen as a company that has more than newspapers."

Some of the reasons behind diversification are just as clear: to broaden a company's financial base, to enhance fiscal health, to guard against potential competitors who might enter those budding fields if they are left unattended by newspapers.

From a financial standpoint, broadcast usually proved the most profitable offshoot. Benjamin M. Compaine, executive director of Harvard University's Program on Information Resources Policy, notes that in broadcast's infancy the Federal Communications Commission even "encouraged" newspapers to get involved in broadcast.

Through the years there has been a decrease in the newspaper business's ownership interest in radio, both in actual numbers and in the percentage of the total. In television, however, newspaper ownership of the major VHF stations has risen on both scores.

In radio, the Evening News Association, parent firm of The Detroit News, owned one of the first commercial stations: WWJ, which went on the air in Detroit Aug. 20, 1920. By 1950, according to data presented in Compaine's 1982 edition of *Who Owns The Media?*, U.S. newspapers had ownership in 23 percent of the 2,086 AM stations and 37 percent of the 733 FM stations. But by 1985, newspapers' ownership had dropped to just 5.2 percent of the 4,799 AM stations and to 6 percent of the 3,839 FM stations, according to an analysis of data from *Broadcasting Cablecasting Yearbook* and *Television & Cable Factbook*.

In television, the company that owns The Milwaukee Journal and Milwaukee Sentinel filed the first commercial broadcast television application, resulting in the FCC's authorizing

Dow Jones' subsidiary Richard D. Irwin Inc. publishes *Corporate Pathfinders* and other top-selling business-related volumes.

Ingersoll Owns Nothing But Newspapers—and Plans to Keep It That Way

While many large newspaper companies are returning to basics and dropping some of their peripheral holdings, Ingersoll Publications Co. is an exception in that it never diversified in the first place. It has eschewed all but the traditional printed newspaper.

At year-end, Ingersoll was made up of 34 dailies and 115 weeklies mainly in the Northeast, Midwest and California. Its strategy, as enunciated by Chairman Ralph Ingersoll II, is simple: "We publish newspapers. There is no grand design in it. It is all I know about."

When asked to comment further at the New England Newspaper Association's convention last October, Ingersoll was even more blunt. "First of all," he said, "I do not know anything about broadcasting. And secondly, I don't like most broadcast people."

Ingersoll Publications, which is privately owned, is expected to show revenue of about $300 million in 1986, according to Advertising Age. The publication says the company is about the 50th-largest U.S. communications firm from a revenue standpoint. As of mid-1986, it was ranked as the 19th-largest newspaper publisher in terms of total daily circulation.

Ingersoll Publications is an outgrowth of an 11-newspaper group originally managed by Ingersoll's father, Ralph Ingersoll, who died in 1985.

He was a noted New York journalist whose enterprises included PM, a well-known but short-lived New York City daily.

After a much-publicized falling out with his father—which included filing suit against his late father's estate—Ralph Ingersoll II went on to build up the newspaper group with financial backing from E.M. Warburg, Pincus & Co. (Warburg, Pincus is the company that last year bought direct-mailer Advo-System Inc.) and the investment banking firm of Drexel Burnham Lambert.

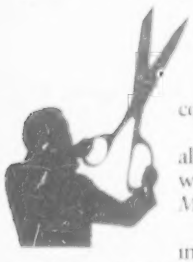
Ingersoll Publications' biggest purchase occurred last August when it acquired The New Haven (Conn.) Register and Journal-Courier for about $185 million.

Another Ingersoll holding is Suburban Newspapers of Greater St. Louis, two dailies and 39 weeklies that encircle the city and contributed to the recent demise of the St. Louis Globe-Democrat.

Ingersoll has said he intends to keep buying regional dailies and putting together groups of community newspapers. And the company's track record suggests it will remain strong financially. One of the biggest reasons is Ingersoll's much-publicized practice of cost-cutting and attention to income margins.

"My conception of a well-managed newspaper," Ingersoll told Forbes magazine last fall, "is the difference between a 10-percent profit margin and a 30-percent profit margin."

—C. David Rambo



commercial service to start July 1, 1941.

By 1950, 42 percent of the 98 TV stations—all VHF—in the United States were affiliated with newspapers, according to *Who Owns the Media?*

By Jan. 1, 1986, that proportion of ownership interest had increased to 45.6 percent of the 298 outlets in the top 100 U.S. markets, according to a study conducted for the National Association of Broadcasters. Counting the 297 UHF stations, newspapers' ownership of all TV stations in the top 100 markets was 29.6 percent, the study shows.

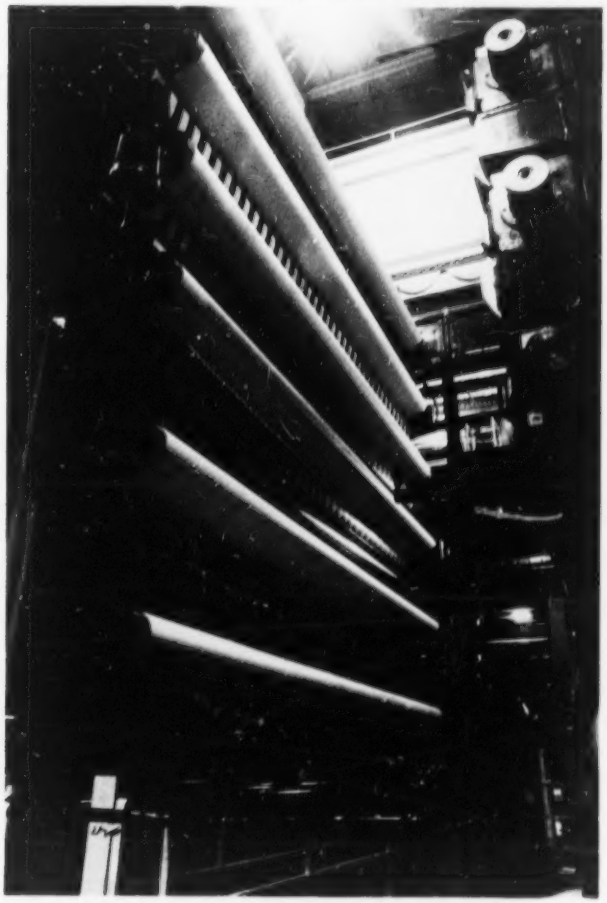
Newspaper ownership of broadcast has been affected by evolving FCC policy that can be viewed as four main thrusts.

First, the commission encouraged the mature newspaper business to invest in broadcast to bring stability to the then-young enterprise.

Next, the FCC in the 1950s imposed rules restricting the number of broadcast stations one company may own. It said a single company cannot own more than seven TV stations and seven each of AM and FM radio stations.

In 1975, the commission focused its restrictive actions directly on newspapers and adopted cross-ownership rules that, with the exception of some already-existing situations, prohibited a newspaper from owning a broadcast station in the same market where it publishes.

Finally, the commission two years ago eased the multiple ownership limits—raising the maximum number of each broadcast outlet one company can own to 12. It plans to lift the restraints entirely in 1990.



The New York Times Co. has partial ownership in Madison (Maine) Paper Industries, a newsprint producer.

Another contributing factor in the "back to basics" trend is that newspaper companies are naturally bullish on newspapers.

The effect of these developments has been seen in such cases as Tribune Co.'s 1985 sale of the Daily News of Los Angeles when it purchased KTLA-TV, an important feather in its broadcast hat. Tribune Co. "replaced" its newspaper loss by later acquiring Daily Press Inc. of Newport News, Va.

Adding KTLA to its TV-station lineup boosted Tribune Co.'s reach of U.S. viewing households to nearly 19 percent—the fourth-largest reach and the highest of any company not affiliated with a TV network. Interestingly, the company with the greatest household reach through network television, Capital Cities/ABC Inc., also has deep newspaper roots.

The policies on multiple ownership at first dampened acquisition activity, but the buy-sell pace picked up when the reins loosened in 1985. "Almost immediately after the new '12-12-12 rule' went into effect, the ownership of the television industry began to undergo significant structural change," says Herbert H. Howard, professor of broadcasting and assistant dean at the University of Tennessee's College of Communications, who conducted the National Association of Broadcasters study.

Scripps Howard was among firms buying more television stations and now has the most of any newspaper company: nine. Taft Broadcasting is the only company that owns the limit of 12.

Another field in which newspapers have been deeply involved over the last 20 years is cable television. There generally are no curbs on newspapers' owning cable. But with several newspaper firms selling their interests, the overall participation seems to be leveling off.

In June 1981, 15.7 percent of the 4,637 cable systems in the United States had some degree of newspaper ownership, according to *Television & Cable Factbook*. An analysis of more recent data from the same source indicates that the percentage was virtually unchanged in 1985, when about 15.8 percent of the 6,844 U.S. systems had some newspaper-company affiliation.

A separate analysis by *Television & Cable Factbook* shows that among the largest 100 cable systems as of Oct. 1, 1986, franchises that were owned at least in part by newspaper companies reached 16 percent of cable subscribers.

REASONS FOR LEVELING OFF. The newspaper business is not alone in throttling back diversification activity. Marbut and others say changes reflect trends throughout industry. Many businesses have found they need to "focus on things that make the most difference," the Harte-Hanks CEO says. "It's obviously in vogue to dance with the one who brought you."

One of the reasons is the recent slowdown in the economy.

Another is that companies found that when their adjunct businesses needed special attention because of strong competition or another situation, "they weren't prepared to support them in the nitty-gritty battles," Marbut says. The feeling is that when things get tough, "I'd rather shoot my bullets to benefit my own business."

Other executives say that cable television and other endeavors simply turned out to be more trouble than they were worth. "As it turns out, cable was not nearly as great a threat to newspapers as some people once thought it might be," says McClatchy's Potts. "And it turned out to be not as easy to run" as some had thought, he adds.

On the other hand, Potts observes an ironic twist to the cable story: It is contributing to the fragmentation of electronic media. That, in turn, benefits newspapers. "Cable television may turn out to be our best friend in the long run," he says.

Another contributing factor in the "back to basics" trend is that newspaper companies are naturally bullish on newspapers. Newspapers historically have generated impressive revenues and profits. Moreover, many of the executives who lead diversified communications firms got their start in the newspaper business.

Even among large companies that have diversified heavily into broadcast and other profitable areas, newspapers usually are still at the top of the heap when it comes to making money. Newspaper divisions of the 14 largest, publicly owned media companies on average contribute the most in revenues and operating profits—sometimes referred to as profits before taxes and depreciation. (See graph, p. 30.)

Maintaining profits is especially important for public companies because they are under constant stockholder pressure to show good performance. In the process, executives say, public companies might have less leeway in taking on ventures with high current costs but potentially high future profits.

Analyst J. Kendrick Noble Jr., first vice president of PaineWebber Inc. of New York City, says shareholder pressure probably was a factor in Times Mirror's decision to discontinue a consumer videotex service last year and to "focus on fewer lines of business, although in the media field."

Robert F. Erburu, Times Mirror's chairman, president and chief executive officer, characterizes the company's recent string of transactions as "redeploying assets . . . to further concentrate on those activities which are central to our mission as a media communications company."

OTHER EXAMPLES. The consolidation movement is also reflected at Gannett. "I don't think you could say we are diversifying any more," says Douglas H. McCorkindale, vice chairman and chief financial and administrative officer.

Already the biggest company in terms of U.S. daily circulation, Gannett's expansion plans emphasize buying more papers although the company remains "interested in anything in the media business," McCorkindale says.

But it has no designs on book publishing, he says, nor does it currently intend to delve more deeply into electronic services than its USA Today Update—an interactive data-retrieval service. Such services are "not a major factor at this time," he says.

Operation of cable television systems, in which Gannett was involved but left a long time ago, also looks doubtful. Although Gannett has submitted losing bids on cable systems through the years, there always were other properties—usually newspapers—that "presented, at least in our minds, a better future return," McCorkindale says. "That doesn't mean if the right opportunity came along, we would not take a look at it," however.

In fact, one such opportunity came along in mid-December when Gannett announced plans to form a television production company with former National Broadcasting Co. Chairman Grant A. Tinker. The operation will be located at Laird International Studios in Culver City, Calif., which Gannett also said it would buy for $24 million.

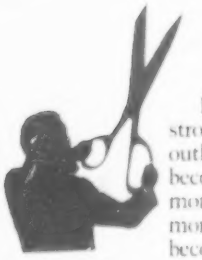
At Pulitzer Publishing Co. of St. Louis, which has both newspapers and broadcast stations, "We want to stay in newspaper properties because that's what we know," says Nicholas G. Penniman IV, senior vice president/newspaper operations. Books and magazines "are out of our ballwick."

Pulitzer has expanded into community newspapers because the purchase prices have been reasonable and because they offer long-term growth, Penniman says.

Multimedia, founded in 1968 through a merger of two newspapers and three TV stations, expanded in the 1970s with television programming and cable systems.

A large firm that says it will own nothing other than newspapers is Ingersoll Publications, with 34 dailies and 115 weeklies. It continues to buy up newspapers at a fast clip. (See story, p. 25.)

Another company that says it will own newspapers exclusively is Media News Group, a 3-year-old, fast-growing group that now consists of 26 dailies and 18 non-dailies. It was MNG that last year acquired the Dallas Times Herald from Times Mirror. The "prospects are zero" for the firm to buy broadcast stations or anything other than newspapers, says President W. Dean Singleton. "We started the company with the intention of publishing newspapers, and that's what we're going to do."



Newspapers will become "a stronger and stronger vehicle" as the number of television outlets increases, Singleton says. "As there become more and more television stations and more and more cable systems and more and more channels on cable franchises, television is becoming fragmented more than ever before."

In past years, an advertiser could reach 90 percent of a market with a single broadcast buy, he adds, but now it is hard to get 60 percent. In fact, he says, covering a market via broadcast will be increasingly difficult short of "seven or eight buys."

SOME STILL EXPANDING. Although the "back to basics" trend is firmly nestled in many company ranks, several have no intention of "consolidating." One is The Hearst Corp., a communications centenarian that has become one of the most heavily diversified firms of its type. Its vast holdings now include 14 dailies, three weeklies, 13 monthly consumer magazines, 28 book-and business-publishing units, six television stations, seven radio stations, five cable systems, King Features Syndicate and other properties.

"Our growth plan . . . over the next several years will follow the same strategy we have had in place for about 10 years," says Frank A. Bennack Jr., president and chief executive officer. Future growth "will continue to come through acquisitions, expansion of existing properties, and new business starts such as our partnership in two major cable TV networks—Lifetime and Arts & Entertainment." Growth for the rest of the decade "and into the 1990s will adhere to the same strategy that has tripled our size in the past 10 years," he says. "The only caveat is that our expansion must be related in some way to communications."

Bennack says that in the last six years, Hearst has spent about $1 billion on acquisitions, including two major magazines, three TV stations, eight daily papers, a major book company, several cable systems and a syndicate.

Alberto Pacheco

As with the steam engine 150 years ago, "today nobody can be certain what form the needs and demands of the information society will take."

Another company that continues to charge full steam ahead with broad-based acquisitions is The News Corp., Rupert Murdoch's international media empire.

"There, we saw a newspaper company go Hollywood," says Tribune Co.'s Longson. The News Corp., through its U.S. subsidiary News America Corp., now owns Twentieth Century Fox Film, Fox Television Stations and Fox Broadcasting Co. which is seeking to become a fourth TV network in the United States.

News America trimmed its daily newspaper holdings in the United States to three last year when it sold the Chicago Sun-Times. [See profile, p. 40.] Two of the remaining Murdoch papers, the New York Post and The Boston Herald, are for sale. In a cross-ownership ruling, the FCC said in late November that Murdoch must sell the Herald within 18 months because of his company's recent purchase of WXNE-TV in Boston.

However, on a global basis, Murdoch continues to pursue newspaper opportunities. Late last year, he bid $1.2 billion (U.S.) for the largest media company in his native Australia, Herald & Weekly Times Inc. He also is acquiring a majority interest in Hong Kong's largest English-language newspaper, the South China Morning Post.

Worldwide, at the end of June 1986, newspapers accounted for 51 percent of The News Corp.'s revenues of about $1.36 billion (U.S.) and for 29 percent of the company's operating income. The previous year, newspapers accounted for 65 percent of revenue and 48 percent of operating income. The decrease reflected the entry into entertainment and other areas. Activities of The News Corp. also include airline and freight services, hotels and resorts, and computer software and related services.

The reason for broad communications diversification, Murdoch says, is to prepare for future communications needs, whatever they might be. "Just as 150 years ago nobody could be sure what the new technology of the steam engine would portend, today nobody can be certain what form the needs and demands of the information society will take," Murdoch said in The News Corp.'s 1986 annual report. "We believe The News Corporation is well-positioned to take advantage of these changing circumstances," he added.

A company that plans both to build up its core business of publishing newspapers and to diversify through cellular radio is Affiliated Publications Inc. of Boston, publisher of The Boston Globe. The firm made an unsuccessful overture last fall to The Journal Co. of Milwaukee, and company officials say openly they hope to acquire additional newspapers. Meanwhile, Affiliated has sold its nine radio stations to help finance growing investments in cellular through McCaw Communications, which is 45-percent-owned by the Boston company.

WHAT THE FUTURE HOLDS. Whether other media companies will resume vigorous diversification activities remains to be seen. According to some analysts, the current situation is just part of a

Holdings of 15 largest U.S. newspaper companies (by daily circulation)

	Dailies	Non-dailies	TV stations	Radio stations	Cable systems	Magazines	Book companies	Other (not necessarily all-inclusive)
Gannett Co., Arlington, Va.	93	40	8	18	0	0	0	Marketing services; supplemental news service; Gannett Satellite Information Network; television programming; commercial printing; electronic publishing; Louis Harris & Associates; USA Weekend
Knight-Ridder Inc., Miami	34	7	8	0	0	0	1	Business Information Services, including a wide range of information in printed and electronic form such as commodities data, financial news, the Journal of Commerce and the Vu/Text database service; TKR Cable Co., partial ownership; marketing services; supplemental news service; trucking company; newsprint manufacturing, partial ownership
Newhouse Newspapers, New York City	27	0	0	0	70+	10	6	Microwave communications services; Parade
The Times Mirror Co., Los Angeles	8	0	4	0	50	7	4	Marketing services; syndicated news and feature services; medical products; timberlands
Tribune Co., Chicago	9	10	6	5	0	0	0	Marketing services; Independent Network News; entertainment programming; Chicago Cubs; newsprint manufacturing
Dow Jones & Co., New York City	25	2	0	0	0	3	1	AP-Dow Jones international news wire; business information services, including electronic publishing; Continental Cablevision, partial ownership
New York Times Co.	26	7	5	1	56	7	0	Syndicated news services; newsprint manufacturing, partial ownership
Scripps Howard, Cincinnati	21	46	9	5	37	0	0	Scripps Howard Supply Co.; syndicated feature services; videotape duplication
Thomson Newspapers Ltd. (U.S.), Des Plaines, Ill.	97	5	0	0	0	0	0	Newsprint manufacturing, partial ownership
Cox Enterprises Inc., Atlanta	20	11	8	12	24	2	0	Television programming; newsprint manufacturing, partial ownership
The Hearst Corp., New York City	14	3	6	7	5	38	4	Cable programming; syndicated feature services; magazine distribution; timberlands
Capital Cities/ABC Inc., New York City	9	38	8	19	0	65+	0	ABC network; cable programming; electronic publishing; book publishing through certain divisions; 15 specialty newspapers
Freedom Newspapers Inc., Irvine, Calif.	29	3	5	0	0	0	0	
Central Newspapers Inc., Indianapolis	7	0	0	0	0	0	0	Weekly Arizona Business Gazette
The Washington Post Co.	2	1	4	0	53	1	0	Sports cable programming; syndicated news and feature services; videotex; newsprint manufacturing, partial ownership; cellular radio, partial ownership; educational services

continuing business cycle, and expansion into other areas probably will resume with the next swing of the pendulum.

There are no sure bets on the timing. Even looking ahead three to five years is difficult, says Gibbs of Communications Resources. Future developments will depend largely on success of existing acquisitions and on the economy. "It may sound simple, but that's what it boils down to," she says.

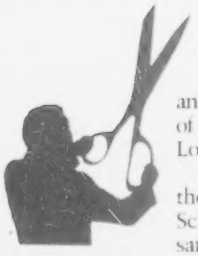
Some companies are preparing for the future by delving into computerized data-retrieval projects. Despite the shutdown last year of Knight-Ridder's Viewtron and Times Mirror's Gateway videotex services, executives say such new services still should be studied.

Lee Enterprises of Davenport, Iowa, is experimenting with an interactive audiotex service—an information-retrieval system using that ubiquitous communications instrument, the telephone. While computer-based videotex has usually turned out to be overly expensive, complicated and burdened by such concerns as violations of the user's privacy, audiotex (sometimes called the "voice information services industry") is relatively unencumbered. "Everybody knows how to use the telphone," notes Robert D. Ross, Lee's vice president of new ventures.

Without tipping his company's hand, the Lee executive says audiotex offers good lessons for newspapers in serving future communications needs. "There are opportunities" in providing over-the-phone services, he says.

Echoing international media magnate Murdoch, Ross observes that no one yet knows how the media mix will end up. That being the case, newspapers should obtain a better "understanding of marketing and retailing so we can better serve clients," he says.

Longson of Tribune Co. agrees. "We can't stop the world from changing," and therefore newspapers should participate to a greater degree than is now the case in the inevitable information evolution, he says. What is the best way to do so? "If I had the



answer to that question, we could add a couple of dollars per share to the bottom line, I think," Longson says.

Lee's audiotex venture, like most projects in their early stages, is not yet profitable. Lloyd G. Schermer, chairman and chief executive officer, said in the company's 1985 annual report that further development costs will be incurred.

However, a 3-year-old audiotex service operated by Dow Jones & Co. and called DowPhone is "nearing profitability, which Dow Jones sees as just around the corner," says Lawrence A. Armour, corporate relations director. DowPhone is part of Dow Jones' Information Services unit, which also includes the successful Dow Jones News/Retrieval Service, an interactive database.

Armour says Dow Jones will continue to have a strong commitment to print. Among its other holdings are The Wall Street Journal and 22 dailies that are part of the Ottaway Newspapers group, plus Barron's business weekly and book publishing. "At the same time, we are saying if they want it [information] electronically . . . we're going to be able to give it to them," Armour explains.

Knight-Ridder, although it abandoned Viewtron, remains a videotex player through its Business Information Services unit. One part of that unit is the Financial Information Group, which includes such things as Commodity News Service, Knight-Ridder Financial News and a system called MoneyCenter. Launched in 1985, MoneyCenter allows personal-computer users to analyze a variety of financial data.

Alvah H. Chapman Jr., Knight-Ridder chairman and chief executive officer, says business information services are the smallest but fastest-growing portion of his firm. Revenue from them rose 19.6-percent in 1985, totaling just under 5 percent of Knight-Ridder's overall revenue. Newspaper advertising and circulation revenue grew 2.9 and 3.5 percent, respectively, and together constituted about 89 percent of the company total.

There are few arguments that the newspaper will continue to be one of the strongest—if not the strongest—information sources.

Although it is conceivable that Viewtron or a similar service could be resumed given a sufficient market, Chapman says that is "not a very viable prospect in the short term."

He notes that newspapers are Knight-Ridder's mainstay. The company's most recent acquisition—for $311 million—was the State-Record Co. of Columbia, S.C., a group of six dailies and two weeklies published in South Carolina and Mississippi. It was the first time since 1980 that the company added to its group of newspapers. "Our philosophy is to become a diverse communications company, but not at a breakneck pace," Chapman explains. "For the long term, newspapers will be predominant in our company."

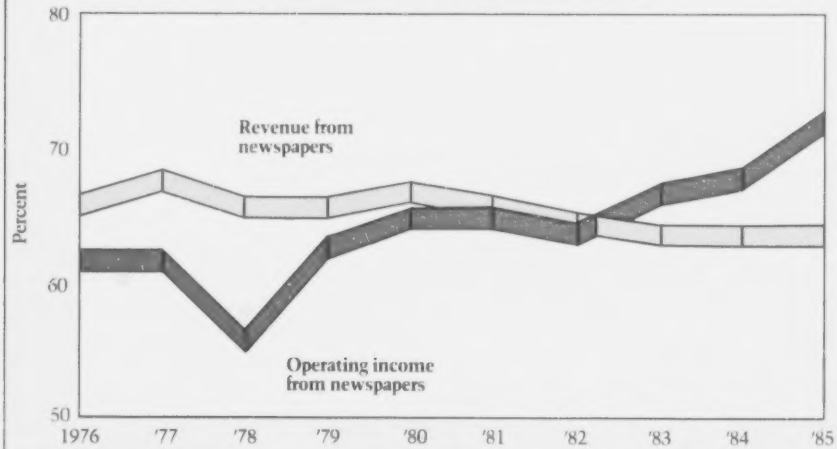
Executives of many other media companies make similar statements.

Tribune Co.'s Longson says the "newspaper franchise will be more important and stronger than it is today," especially with the fragmenting of broadcast and other proliferation of message outlets. The consumer "needs a single, reliable source" that will serve as the "starting point" in the quest for information. But to be most effective, newspapers must adapt to change. Instead of providing traditional, in-depth stories, Longson says, they may have to offer more abbreviated items serving as "the menu of information that will be important on a daily basis."

Gannett, too, is bullish on its newspaper operations, but it also keeps an eye on the future. McCorkindale says there is enough information "on the cutting room floor of USA Today" to satisfy most anybody's information needs. How people will want to receive that information—indeed, *whether* they will want it—is another matter.

There are few arguments, though, that the newspaper will continue to be one of the strongest, if not the strongest, information sources—and the centerpiece of most media firms' corporate lineups. "It remains one of the great bargains," says newspaper broker Dirks. "I'm just a great believer that the portable, clippable smorgasbord that [readers] get in their daily newspaper is a cost-effective package that will be very hard to improve upon." □

Share of revenue and operating income attributable to newspapers at 14 public media companies in U.S.[1]



[Gannett
A.H. Belo [went public 1983]
Knight-Ridder [estimated]
Park Communications [went public 1981]
Media General
Affiliated
Washington Post Co.
Multimedia
Capital Cities/ABC [all "publishing"]
New York Times Co.
Lee Enterprises
Tribune Co.
Dow Jones & Co. [estimated]
Times Mirror

3rd in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

Why was one of the biggest scandals in the country covered by only one reporter?

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Because no one else believed it could possibly be true.

On January 30, 1985, Arthur Howe reported in Knight-Ridder's Philadelphia Inquirer that the IRS had lost $300 million in tax payments made by 10,000 companies.

Week after week, Howe uncovered mounting evidence of a virtual breakdown in the IRS. Other reporters apparently couldn't believe this could be happening at the omniscient IRS.

The IRS stonewalled Arthur Howe. His questions went unanswered. So he cultivated sources inside the IRS. They told him of a complete collapse in IRS management and morale.

As many as one out of every three income tax returns was mishandled in 1985.

In Atlanta, a worker was caught flushing returns down a toilet.

In Memphis, difficult returns were marked with a big brown "X" – a signal to other workers down the line to destroy the returns.

In Santa Ana, Calif., a mail clerk couldn't keep up with the flood of correspondence. So he took 11,000 pieces of mail, with $800,000 in checks, home.

Arthur Howe uncovered evidence that the IRS was shredding returns. The agency denied it. And The New York Times, among others, ran editorials defending the Internal Revenue Service.

No other newspaper had ever taken on the IRS on such a broad scale. But for Knight-Ridder's Philadelphia Inquirer there was never a question of what to do – stay with the story.

By year's end, the IRS admitted to a nationwide breakdown of its system. And on its 1985 tax forms, the IRS apologized to every American taxpayer.

Arthur Howe won the 1986 Pulitzer Prize for National Reporting. He had written 58 stories in 15 months for The Philadelphia Inquirer. By comparison, other news organizations hardly touched the story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.

KR

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Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

FINANCIAL EXECUTIVES

Don't call them "number crunchers." They are increasingly playing central roles at newspapers.

BY GENE GOLTZ
presstime staff writer

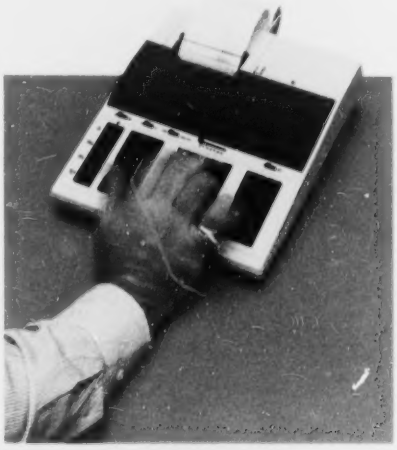
William Randolph Hearst is credited with fanning the flames of the Spanish-American War, if not with actually creating it. When illustrator Frederic Remington wired Hearst from Cuba in 1897 that all was peaceful and he wanted to return home, Hearst wired back: "Please remain. You furnish the pictures and I'll furnish the war."

There is no known record in any history book that Hearst consulted his chief financial officer before firing off the telegram and fomenting a war. Nowadays, however, it is doubtful that many editors or publishers would send a reporter into an adjoining state let alone another country without first checking the budget and conferring with the paper's financial chief who puts the numbers together.

In years gone by it seemed almost an ironclad tradition that the news people never talked to the money people at newspapers. Departments of the modern newspaper, however, are integrated to a degree unheard of in the past. And often it is the chief financial officer who brings them together.

Today, few heads of newspapers, big or small, will make a significant move without consulting the head financial wizard—whether he or she is called the chief financial officer, controller, chief accountant, number cruncher or bean counter.

"One of the things we kind of take for granted is that one of our top roles is to consult with the president and publisher on general policy matters and assist them in making decisions," says R. E. (Bob) Hallowell, vice president/finance at The Seattle Times.



NERVE CENTER. The increasing role of the financial officer is recognized on the news side too.

Ben J. Bowers, vice president and executive editor of the Greensboro (N.C.) News & Record, attended an MBA program at Harvard University in 1984 and learned to appreciate the financial point of view [presstime, Nov. 1986, p. 12]. At least now I know what they're talking about. I'm still not a number cruncher, but finance very definitely is a part of the overall strategic planning."

Today, Bowers talks with financial, advertising and marketing people as a matter of course. Key people from every department serve on the newspaper's marketing committee, and virtually no decisions of importance are made without every department contributing.

The finance department, says Bowers, is the nerve center of the committee. In fact, the committee is chaired by the firm's vice president for financial administration.

How does this approach work in practice? Bowers offers an anecdote.

The news department recently decided it would like to improve business coverage, he says. In the past, it would have simply done it. A couple more reporters would have been put on the business beat, and that would have been the end of it.

"But I'm already running in excess of the newshole I'm allotted," Bowers says, recounting the decision-making process. He brought the problem to the marketing committee, an approach that would have horrified editors years ago.

> *"The controller has a unique perspective, and he's an independent person."*

Someone on the committee thought a way out would be to publish a separate business tabloid to run on Mondays. But an unanswered question was whether it could sustain itself. The advertising director visited some newspapers that had published such tabloids successfully. Then he consulted with the finance people at the News & Record, and they came back with the answer that it could be done.

"We did this together," says Bowers. "That's the type of thing—I almost said 'product,' which is a word an editor could get shot for using some years ago—that comes out of talking with the chief financial officer and the marketing committee."

Richard F. Spears, chief financial officer at the Greensboro paper, carries the titles of vice president and business manager. He has two subordinates, a controller and assistant controller, both certified public accountants, or CPAs, who take care of day-to-day finances and short-term budget items. Spears concerns himself with long-term strategic planning, such as projections of how a new business would perform should the company acquire it.

PROVIDING INFORMATION. The Greensboro daily is an example of how modern newspapers use the talents of their finance people. "No more sitting in the basement counting beans," says Robert Kasabian, executive director of the International Newspaper Financial Executives, a professional association representing 1,100 executives from 800 newspapers around the world but predominantly in North America. Membership is growing, according to Kasabian. "Financial officers," he says, "are in the board rooms. We're in the publishers' offices, helping make decisions."

John O'Brien, vice president and controller of The New York Times and recently elected secretary of INFE, agrees that the role of the chief financial officer in most newspapers has changed dramatically in recent years. The Times is a prime example.

"We work very closely with editorial," O'Brien says. "This is a thing that's changed in the past 10 or 15 years. Now we're all part of the same game. . . .

"What the financial person used to do was present a profit-and-loss summary; he'd crunch all these numbers, and that's all he was invited to do. Gradually, everybody came to realize that his role is to

guard all the assets. So you find that this requires him to look in everybody's bedroom window. The controller has a unique perspective, and he's an independent person, and that's what the publisher needs. You never have enough information to run your newspaper."

The role of the financial officer, says O'Brien, is to give the publisher good information. "If he's going to get bad information, it is not possible for a newspaper to be profitable. If you're not making enough money, you're not going to be around."

Just in the three years since she has been controller at the Journal-Courier and the New Haven Register in New Haven, Conn., Pamela L. Erickson says her role has been evolving.

"We are getting more into sophistication of budgeting and cost studies in the newspaper business," she says. Computers, she says, may have added new elements to the business, but basically the publishers must rely on financial employees to interpret the numerical data as they did in the past.

"It's great to have a computer, but newspapers have had systems all along. Even if you're on a manual system, someone still has to interpret the information. It's great to print out numbers, but who's going to make sure that the numbers come out in the proper places?"

This evolving, broader role of the financial officer is what nearly all of them stress when asked how their jobs are changing.

Hallowell of The Seattle Times, who says he never uses the term "number cruncher" because he finds it demeaning, offers the following as only a partial list of what he does as chief financial officer: planning, safeguarding corporate assets, managing the financial resources, meeting the payroll, handling the cash, investing temporary assets, dealing with 10 to 15 local, state and federal tax jurisdictions, and filling out numerous tax reports each year.

At his paper, as at most other papers, the chief financial officer is a CPA rather than an MBA, or master of business administration, Hallowell says. Even so, the Times has plenty of MBAs in key positions. They include the company president, the controller, the treasurer, the vice president/circulation and the executive editor.

But the CPAs run most aspects of finance, says Hallowell, himself a CPA.

According to the Seattle executive, the finance manager "crosses all department lines." He is the main source of information for management, the one who furnishes the publisher or board of directors with critical information during consideration of acquisitions, other major purchases, or the direction the company can take in the future.

"You've got to decipher the data and tell the boss what it means," says INFE's president.

Another important area where the financial manager serves is as a "facilitator," Hallowell says. "He assists other operating managers in communicating their needs."

The individual in that position must have good rapport with everyone at the newspaper, he adds, inasmuch as he or she communicates with the board of directors, the shareholders, the employees, the owner.

Graham Woodlief, who was elected INFE president at the organization's 39th annual convention in Boston in October, says, "You've got to decipher the data and tell the boss what it means."

Woodlief, chief financial officer for the Richmond (Va.) Times-Dispatch and The Richmond News Leader, says necessary qualifications for a CFO include "professionalism, trust, no nonsense, consistency and discipline."

COMPUTERIZATION. Uzal Martz Jr., president, publisher and treasurer of the Pottsville (Pa.) Republican, agrees that finance people are consulted more than they used to be. The onset of computers had something to do with this, he thinks.

In 1968, when he joined the Republican, the paper, like most others at that time, had no computer system. Now it has eight different computer systems. As chief financial officer in addition to his other duties, Martz is responsible for all eight.

In circulation, for example, the computer has 65,000 households identified as subscribers, non-subscribers and in other categories. When the advertising department wants special information in a special demographic area, the finance department provides the answers.

"So in that sense, the financial department has taken on a broader scope of responsibilities," Martz says.

Computers, however, were only a part of the change that has taken place within the past few years, he says. "I definitely think financial officers are listened to more now than they were in the past, and I think one reason is because there is a greater complexity now."

Today, Martz says, the finance executive's main job is not simply to come up with the numbers but to evaluate those numbers. He or she has to tell the publisher (or in Martz's case, the board of directors) what the numbers mean, in the context of how they are presented.

It's a far cry from nearly a century ago, he says, when finance men wore green eyeshades and "paid the bills and kept track of what you had to pay. All you did then was move numbers around." □

Who at Hearst's William Morrow & Co., Arbor House and Avon Books comes up with the marketing ideas that have helped to produce so many best-sellers?

Everyone.

1 Wanda Chappell, director of subsidiary rights, *Arbor House*. 2 Chuck Thompson, production director, *Arbor House*. 3 Fern Edison, director of publicity and public relations, *Avon Books*. 4 Michael Kazan, publishing manager, *Avon Books*. 5 Paul Deykerhoff, jobber/trade sales manager, *Avon Books*.

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6 Linda Prather, juvenile production director, *William Morrow & Co.*; 7 Lori Ames, publicity manager, *William Morrow & Co.*; 8 Andy Ambraziejus, managing editor, adult books, *William Morrow & Co.*; 9 Evan Stone, promotion associate, *William Morrow & Co.*

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There Are Colleagues in Nicaragua Ready to Help Visiting Reporters

BY FRANK AUKOFER

Pack journalism, as most of us understand it, is defined as a group of reporters from different publications who chase the same sources and swap information so they can all write the same story.

Though almost nobody admits to it, and good reporters and editors deride the practice, packs of American reporters dog every major story in the world. And their cooperative efforts are not always bad.

Where the pack encourages homogenization and discourages initiative, it should be condemned. But in special situations it also can function as a reservoir of professional courtesy and provide a newspaper with far better coverage than could be obtained otherwise.

That was precisely what happened when I traveled to Nicaragua to cover the trial of Eugene Hasenfus, who was captured by Sandinista troops after he parachuted from a cargo plane—carrying military supplies for Nicaraguan rebels—that was shot down.

Aukofer has been a reporter for The Milwaukee Journal for 26 years, the last 16 as Washington correspondent. He recently spent three weeks on special assignment in Nicaragua.

The Milwaukee Journal had a double local angle on the story. Hasenfus is from Marinette, Wis., a small city north of Green Bay, and Wisconsin is Nicaragua's sister state in the Partners of the Americas program.

Nicaragua is not an easy place to work, especially for a newspaper reporter with minimal Spanish who was dispatched there quickly to cover a breaking news event. Because I had been there briefly in 1983 as part of a trip through Central America for a seven-part series in the Journal, I had an inkling of what to expect.

Though Nicaraguans display little animosity toward American journalists, the bureaucracy is dense and cumbersome, transportation is difficult, and basic information is hard to come by without help. For example, there are no street addresses in Managua, and telephone books are dated and mostly useless.

Fortunately for me, the foreign press corps there—most of them Americans—contains some of the best journalism colleagues I've met in 26 years as a newspaperman. Everybody helped—with telephone numbers, advice, directions, rides, information, translations, facilities and "fills" from sidewalk interviews.

Not once did I encounter anyone who was even slightly hostile or reluctant to provide assistance. During the Hasenfus trial, for example, it was virtually impossible for one reporter to interview all the principals as they arrived and left. So we went in different directions and filled in each other later. With my poor Spanish, I was more of a consumer than a provider.

Working for an afternoon paper, I occasionally had to file on deadline. But there were no telephones available for international calls anywhere near the trial. At first, I was able to get back to my hotel, which was 10 minutes away. Later, however, the Sandinistas took over that hotel for official guests attending their 25th anniversary celebration and moved journalists to hotels in outlying areas.

When that happened, ABC News and The Washington Post, which have their bureaus in the same house in downtown Managua, let me use their telephones and other facilities. The Post's Edward Cody, an experienced foreign correspondent, also helped me sort facts from folderol. On occasion, I worked out of the AP bureau, and the NBC bureau helped me keep track of all scheduled events.

When I ran short of money and had little hope of getting any because of the U.S. trade embargo, NBC Bureau Chief Elena Calder came to the rescue. The Journal sent a check to NBC in New York, which authorized Calder to disburse dollars to me. Laura Lopez of Time magazine not only whispered translations but also helped bail me out of a money-exchange dilemma. I could easily list half a dozen others who made life easier so I could concentrate on my reporting.

Though I had all that help, I spent most of my time working on my own. I reported on the trial and also developed many other stories—some with local angles, some not. The Journal's coverage was unique and tailored to its readers, but it was far better than it might have been because of the professional courtesy of colleagues. Call it pack journalism at its best. □

Aukofer (right) listens during the trial of Hasenfus (center). Also listening is interpreter Jose Perez.

JANUARY 1987

presstime

The Journal of the American Newspaper Publishers Association

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covering
six issues
from July
through
December 1986

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ANPA

There's a Right Way To Handle Dismissals

BY PATRICIA P. RENFROE

Many successful newspaper executives maintain that one of the most important things they do—if not the most important—is hiring good workers. However, the flip side to that activity—discharging employees who are not productive—is becoming an equal challenge.

The necessary dismissal of poor performers can still be done, of course, but it's not as easy as it once was. The key is to establish a clear procedure and then stick to it.

Dismissing an employee involves trauma for both the employee and the organization. The goal is to minimize that trauma by treating the individual as humanely as possible and to protect the company by ensuring that former employees have no grounds for successful legal action.

It's this threat of legal action that is at the core of the recent lament of some newspaper managers: "We cannot dismiss poor performers. The government and courts will not let us."

In most cases, this simply is not true. Publishers and human resources executives report there have been relatively few legal actions taken against newspapers after firing employees for unsatisfactory work, poor attendance, or violations of company rules and policies. And in those instances when cases have been brought, newspapers have prevailed in the vast majority.

Avoiding legal action, they say, depends upon the establishment of formal procedures such as performance appraisals [presstime, Aug. 1986, p. 17] and progressive discipline actions. Both entail written records shared with employees and maintained in personnel files.

NECESSARY STEPS. Judith A. Szabados, manager of human resources at the Daily Herald of Arlington Heights, Ill., says a well-designed and properly administered appraisal system can be a major factor in helping an employee meet performance standards or in defending a dismissal decision should that become necessary. She says that the Herald system of new-employee reviews after 30, 60 and 90 days keeps managers in close contact with recent hires. The plan provides early insight to a worker's performance.

In addition, an annual performance review serves as an ongoing monitor of an employee's performance growth. It also documents that a dismissal decision is based on facts and not on supervisory whim.

A progressive discipline system is an effective way for newspaper managers to address poor attendance, tardiness and violations of policies and rules, from which most discharges at newspapers originate.

The system is set up to inform employees of problems and to direct that corrective action be taken. It is a formal system designed to apply pressure for improvement through multiple verbal and, finally, written warnings. Ultimately, it is the vehicle for discharging the employee who has been given every opportunity to meet prescribed improvement and has not done so. Managers' efforts to assist employees should also be documented as part of the plan.

At the Carroll County Times in Westminster, Md., employees reaching the written warning stage are notified they must show improvement in a given period, says Publisher Edward E. Beeler. Time limitations are imperative for both the employee and the supervisor because they keep everyone directed toward achieving a stated goal: improving performance or changing behavior.

EXECUTING THE PLAN. Accurate and fair administration of any discipline system is necessary not only from an operational standpoint, but also as legal support in a challenged discharge. Good administration hinges on several managerial steps.

First, supervisors need to know who in management should be informed about a problem and who has final authority to dismiss. At the Fort Myers (Fla.) News-Press, for example, no one is discharged without publisher approval. This is true also at Beeler's newspaper, where, he says, every piece of documentation crosses his desk for a final OK.

Other newspapers require department heads or supervisors to consult with the personnel department.

The actual dismissal is handled in most instances by the employee's immediate supervisor.

The second step is that every phase of the process should be documented, even verbal warnings. This can be done by placing a temporary memorandum in the personnel file noting that a discussion took place with an employee and listing changes the worker was told to make.

Written warnings often are in a specific format, sometimes even on a printed form. They can become a permanent part of the employee's file.

Complete documentation becomes important also in the increasingly difficult area of reference checking. How responsive a former employer can be when contacted by a discharged employee's potential employer is predicated in part on whether the information can be substantiated by the personnel file [presstime, Dec. 1985, p. 22].

While some managers believe that the employee should have a copy of any memorandum placed in his or her file, others disagree. So do some attorneys.

State laws vary on employee access to such files, but most states do allow access. Newspaper executives should be aware of the law in their state.

It is also advisable, say some managers, to think of how "you would want to be treated in such an instance." Surprises in the personnel files can lead employees to distrust management's motivation.

The third management step involves training managers and supervisors to use the process correctly. Executives should know the purpose of performance appraisals, the progressive discipline process and the various steps to be used. They also should develop skills to approach and hold discussions with employees.

Jo-Ann Bradley, human resources director at the Fort Myers daily, attributes her newspaper's low percentage of dismissals to proper training. "It is made clear here," she says, "that every supervisor is expected to implement all phases correctly—to seek improvement and not to jeopardize the newspaper."

Yet another step for managers is to educate employees about the various policies. Many newspaper employee handbooks briefly outline the policies. But experts say supervisors should further discuss them with subordinates.

Experts say that so long as newspapers adhere to these and other reasonable policies, their track record of fair and successful employee terminations will continue. □

Renfroe is ANPA manager personnel relations.

Readers (People) Respond Best To Messages From the Heart

BY DANIEL J. WARNER SR.

Those of us who attended the American Press Institute's J. Montgomery Curtis memorial seminar in September were asked to speak two minutes or so on the subject of attracting and retaining readers.

Somehow, the subject didn't hit quite right with me, until I started thinking of it not as attracting and retaining readers, but as attracting and retaining people. Like it or not, that's what readers are.

It caused me to think of various people in my lifetime I've tried to attract and retain.

There was Faith Dwelling in the third grade. When I tried to attract her, she stuck me with a pencil, the lead of which still is embodied in my left hand.

And Cynthia Lowry in the seventh grade. She was the 20-some-year-old sister of one of my friends, and I think I bemused her for about 10 minutes one Saturday afternoon.

There was DeeAnna Munns, and Beverly Brooks, and Susie and Barbara in high school, all of whom I managed to attract but failed to retain.

Finally, there was Janet. I attracted her at the age of 20 and have managed to retain her since.

I did it by being myself to her.

But newspaper editors, it seems, don't do that when they try to attract and retain readers.

I've done 18 or 20 API seminars, and in them I've had the opportunity to critique 600 to 700 newspapers.

You know what I find when I read those newspapers? I find that the editors and writers, and even photographers, somehow leave their humanity at the door when they come to work in the morning.

Instead of being human, they try to be important or significant. They talk about issues and such.

Once, in preparation for a seminar, I asked a group of editors to write out what they had personally done for a week and what they cared about as individuals. Then I critiqued their newspapers. Do you know that not one of the things they mentioned as personally doing or being important to them appeared in their papers. Instead, in the stories and in the headlines, they were full of words like meeting, budget, planning, program, agency, funding, implementing, welfare, sewerage, waste disposal and mass transit.

Daniel J. Warner Sr.

A recent job applicant proudly showed me a clip of a story he had done on how the federal budget might affect a certain local county. It was full of words like those above. It mentioned programs, agencies and issues. It didn't say a damned thing about people.

I said, "Who cares?"

He said, "This is important stuff."

I said, "Look, tonight after work I have to pick my son up at the bus, go home and talk about his class schedule for this year, hear my wife tell me about what a jerk her boss is, eat supper, clip the bushes out front, go to a church meeting to argue over whether we really want to give a lot of money to the poor, and then come home and play with the dog and maybe even my wife.

"What kind of a headline are you going to put on that story that makes me interrupt any of that to sit down and read the paper?"

He said, "I see what you mean."

If I am going to be attracted to a newspaper, I need to see on it front pages with pictures that show action and relationships and stories and headlines with words in them like life, death, love, family, mother, father, brother, sister, money, sex, children, neighbors, neighborhoods, tragedy, caring, hunger, desire and damned shame.

I need to see something in the paper that touches my feelings—that makes me feel elated, or brings tears to my eyes, or makes me damned mad or scares the beejeebers out of me.

I need stories that tell me about bravery.

Or wrongdoing.

Or success and failure.

I need stories that touch my life—*my* life. I need to know how the tax bill touches me, or how drugged-out fellow workers screw up my job security, or how the mayor will cost me money today or next year.

I need stories that are done with a sense of craft and caring. I want to know that some writer cared enough about me, the reader, to do it well.

I need stories that are exciting and lively. I have enough boredom and drudgery in my life.

I need a newspaper that doesn't deliver a monologue but invites me to a dialogue. We run a call-in column called SoundOff. Recently, I did a focus group where every reader declared that he or she read SoundOff daily.

When I asked why, one young man, shy until then, blurted out: "Well, people talk about things they are mad about, and when you read it you don't feel so alone anymore."

I need a newspaper that shows it cares about me. I need a newspaper so attuned to my world that when I read it I shake my head and say, "Wow." Such a newspaper is one that shares my values as a human being.

Let me give an example:

The day after the space shuttle Challenger exploded, newspapers across the country ran editorials saying NASA and the shuttle program should go on. That was an intellectual position I don't argue. But a day after Challenger exploded, it was an intellectual position that didn't matter.

What mattered was that a nation shared a common grief for Christa McAuliffe and her fellow explorers.

That's how we wrote our editorial—from the gut, not the head. Or, if you prefer, from the heart—the same way I wrote love letters to my Janet, who I won and have retained for nearly 30 years. □

Warner is editor of The Eagle-Tribune in Lawrence, Mass.

4th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

She's the best in the business at cops and robbers.

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Edna has relentless curiosity.

She dresses each morning to the cryptic crackling of police radios.

On her way to work, she often stops by police stations and scans the printouts to see if there were any intriguing overnight arrests.

Once at her desk, she'll phone an assortment of detectives. There isn't a cop in town who has to ask, "Edna who?"

Every city in the country has crime.

Only one has Edna.

Edna Buchanan covers crime and the cops for The Miami Herald. Edna's byline is on more than 200 stories a year.

All this in a newspapering age where the police beat is often considered a mere jumping off place for more "desirable beats."

Edna can't imagine a better assignment.

"Writing police stories is never dull," she says. "They're people stories, what makes people tick. What brings out the best in people or drives them berserk. You can't learn as much about people on another newspaper beat."

Edna fiercely follows up leads.

Edna hiked all over Coral Gables, Fla. looking for a hooded rapist.

He is still at large. But through her stories, the police know a lot more about him.

She tries to find out why life ends too soon for so many. Why a feisty boxing champ found depression a fight he couldn't win and killed himself. And there was her painful account of how a father felt compelled to kill his comatose 3-year-old daughter in her hospital crib.

For these and other stories, Edna Buchanan won the 1986 Pulitzer Prize for General News Reporting.

Edna has been developing her own police stories at the Herald for 15 years.

Many newspapers shift reporters from beat to beat so often they can never have this kind of crime coverage.

But The Miami Herald is a Knight-Ridder newspaper.

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We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Robert E. Page

Chicago Sun-Times publisher thrives on competition

BY CLARK NEWSOM
presstime staff writer

Robert E. Page has been in highly competitive situations all his working life. He has faced the pressure of working in the wire-service business and has done battle for warring newspapers in San Antonio, Boston and, since 1984, Chicago.

Even when he started out at the old Illinois State Journal in Springfield, a morning paper, he was up against a competing afternoon daily.

Page still does not rest easy. But one thing has been different since last July. Now he can call *all* the shots as president, publisher, chief executive officer and part-owner of the Chicago Sun-Times. Then its president and publisher, Page headed an investor group that bought the paper last year from Rupert Murdoch's News America Publishing Inc.

At 51, Page still relies heavily on the personal touch as he leads his paper against the competition. For example, he narrates the radio and TV commercials for the Sun-Times himself. He also serves on the boards of a number of civic and charitable organizations. "He's very community-minded and very involved in community matters," says longtime friend Victor Strimbu Jr., a media lawyer in Cleveland. "He's an extremely able speaker." The deep-voiced Page has described himself as a person with "a television voice and a radio face."

Others characterize the slender, 6-foot Page as "urbane" and "extremely well-tailored." The image is quite a switch for a man who a former colleague says used to part his hair "right down the middle" and who was called "Fats" while growing up in Springfield. His family moved there from his native Lincoln, Ill., about 30 miles distant, when he was 3 years old. "That's true," Page says of his nickname as a teen-ager. "I was a fat, happy kid covering sports for the local newspaper."

Page started working in the sports department of the Illinois State Journal in 1952 when he was a 16-year-old high school sophomore. He says he got the job, which paid 80 cents an hour, through the paper's telegraph editor, a neighbor. Page continued to work for the paper through high school and college.

After graduating from Illinois Wesleyan University in Bloomington, he joined United Press International in 1960 as a reporter in the Des Moines bureau.

Page spent 20 years with UPI, serving as its Midwest business manager in Chicago between 1964 and 1967 before moving on to other executive assignments in New York City, Boston, London and Hong Kong. In 1972, while the Vietnam War was still raging, he was put in charge of the wire service's Asian operations; at 37, he was then UPI's youngest vice president. After returning to the United States in 1974, he became general manager—UPI's second-highest executive.

Robert E. Page

In 1980, two years before E.W. Scripps Co. sold UPI, Page left the wire service to join The Hearst Corp.'s San Antonio Light as assistant publisher and editor. In a statement at the time, he said he resigned not because of any concern over the future of UPI. Rather, he wanted the challenge of helping to publish a big-city newspaper in a competitive situation.

The following year he accepted an offer to join Murdoch's News America Publishing Inc. as general manager of the Light's rival, the San Antonio Express-News. When Murdoch bought the ailing Boston Herald American from Hearst in 1982, Page was sent there as publisher.

In January 1984, Murdoch acquired the Sun-Times and Page left a recovering (and renamed) Boston Herald to become president and publisher of the Chicago daily.

"Having worked as a reporter," says H.L. Stevenson, former editor-in-chief of UPI, "he's sympathetic to and understands the editorial process. He's not a bookkeeper type, but he has a quick grasp of figures and costs."

Page says he has no regional or national pretensions for the Sun-Times. "We view ourselves as a Chicago newspaper published by Chicagoans," he says. "Our goal is to produce a first-rate, quality newspaper that fulfills both its journalistic and community responsibilities in a high profile and traditional sense."

"He's done a remarkable job with the Sun-Times, particularly since he's taken over ownership," says J.P. (Jack) Clarke, publisher of The State Journal-Register in Springfield. "I think the Sun-Times does a better job of covering the city of Chicago than the (Chicago) Tribune."

Although Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co., has no comment on his competitor's operations, he says, "I'm envious of anyone who can own their own newspaper."

Circulation averages for the six months ended Sept. 30, 1986, show decreases at both Chicago dailies. Each attributes the loss to Sunday price hikes and to the end of late-afternoon editions. Daily circulation of the Sun-Times dropped 1.7 percent to 612,686; the Tribune fell 1.2 percent to 744,969.

The investor group headed by Page is exerting efforts elsewhere. Like many other newspaper companies, the Sun-Times Co. is "very acquisition-minded," he explains. "We view ourselves as a growth company and our goal is to be bigger each year." In December the company took over Star Publications, a group of 12 twice-weekly papers in south suburban Chicago.

"Consumed by the newspaper business," Page says he does find time to exercise and enjoys walking—especially on the beach at Cape Cod, Mass., where he owns a home with his wife, Nancy Merrill, who has a weekly television talk show in Boston.

Page has two sons from a previous marriage. One is an executive with UPI in Philadelphia. □

WHERE ARE YOU?

These revolutionary newspapers, representing 35% of total daily and 47% of total Sunday U.S. circulation, have joined the AD/SAT Network.

ARIZONA
- Arizona Republic
- Phoenix Gazette

CALIFORNIA
- Los Angeles Daily News
- Los Angeles Herald Examiner
- Los Angeles Times
- Orange County Register
- Press Enterprise (Riverside)
- San Diego Tribune
- San Diego Union
- San Francisco Chronicle
- San Francisco Examiner
- San Jose Mercury News

COLORADO
- Denver Post
- Rocky Mountain News (Denver)

CONNECTICUT
- Hartford Courant

DISTRICT OF COLUMBIA
- Washington Post

FLORIDA
- Ft. Lauderdale Sun Sentinel
- Ft. Lauderdale News
- Miami Herald
- Miami News
- Sarasota Herald Tribune
- St. Petersburg Times
- Tampa Tribune
- West Palm Beach Post
- West Palm Beach Times

GEORGIA
- Atlanta Constitution
- Atlanta Journal

ILLINOIS
- Chicago Sun Times
- Chicago Tribune

LOUISIANA
- New Orleans Times-Picayune/States-Item

MARYLAND
- Baltimore Sun

MASSACHUSETTS
- Boston Globe
- Boston Herald
- Worcester Gazette
- Worcester Telegram

MINNESOTA
- Minneapolis Star Tribune
- St. Paul Pioneer Press & Dispatch

MICHIGAN
- Detroit Free Press
- Detroit News
- Grand Rapids Press
- Flint Journal

MISSOURI
- Kansas City Star
- Kansas City Times

NEBRASKA
- Omaha World Herald

NEW JERSEY
- The Record (Hackensack)
- Newark Star Ledger
- Asbury Park Press (Neptune)

NEW YORK
- Albany Times Union
- Knickerbocker News (Albany)
- Buffalo News
- Newsday (NY)
- New York Daily News
- New York Times
- Westchester-Rockland Newspapers

NORTH CAROLINA
- Raleigh News & Observer
- Raleigh Times
- Winston-Salem Journal

OHIO
- Cincinnati Enquirer
- Cincinnati Post
- Cleveland Plain Dealer

OREGON
- Portland Oregonian

PENNSYLVANIA
- Philadelphia Daily News
- Philadelphia Inquirer
- Pittsburgh Press
- Pittsburgh Post-Gazette

TENNESSEE
- Memphis Commercial Appeal

TEXAS
- Dallas Times Herald
- Dallas Morning News
- Houston Chronicle
- Houston Post

VIRGINIA
- Richmond Times Dispatch
- Richmond News Leader
- Virginian Pilot
- Norfolk Ledger Star

WASHINGTON
- Seattle Post Intelligencer
- Seattle Times

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LEGISLATION

A different look on Capitol Hill

When the 100th Congress convenes Jan. 6, the newspaper business' efforts to deal with a variety of press-related issues on Capitol Hill will be complicated by numerous leadership changes.

In response to the changes, ANPA's government and legal experts plan to launch a systematic program of contacting the chairmen of key congressional committees and their top staffers, according to W. Terry Maguire, ANPA vice president/general counsel.

At the top of ANPA's legislative agenda will be countering attempts to restrict tobacco advertising, overseeing implementation of recently enacted amendments to the Freedom of Information Act and monitoring telecommunications legislation.

"The most effective way to prepare ourselves for the next two years of the Congress is to make sure we have talked to the people in leadership positions at the earliest possible time," said Maguire.

The object of the contacts, he added, is to ensure a mutual understanding of views and to "avoid situations in which we may be raising concerns with people with whom we have not had the opportunity to lay the appropriate groundwork."

There are several new, key chairmanships in the Senate, where Democrats wrested control from the Republicans in the November election and now hold a 55-45 majority.

The Senate Commerce Committee, which has jurisdiction over telecommunications legislation, will get a new chairman in Ernest F. Hollings (D-S.C.).

In the last Congress, Hollings took no position on one telecommunications bill of keen interest to newspapers; it would have transferred jurisdiction over the AT&T consent decree from U.S. District Judge Harold H. Greene to the Federal Communications Commission. "He didn't feel he needed [a position] yet," explained Thomas W. Cohen, staff counsel for the communications subcommittee.

Former Chairman John C. Danforth (R-Mo.) introduced amendments to the bill that would have preserved what newspaper interests label the "diversity principle"—the concept that a monopoly telephone company should not control the information transmitted over its lines.

Maguire said the Association will be watching to see if telecommunications legislation materializes and in what form. Congressional action will be influenced by what takes place in other governmental arenas, particularly in Judge Greene's court, he said. [See story, p. 44.]

ANPA's legislative agenda is headed by tobacco advertising, FOIA and telecommunications.

Hollings is also viewed as a supporter of the "fairness doctrine," which imposes content requirements on broadcasters.

For the newspaper business, another key Senate panel is the Labor and Human Resources Committee, which will be headed by Edward M. Kennedy (D-Mass.). The committee shares jurisdiction with the Commerce Committee over legislation to restrict tobacco advertising. In the last Congress, Kennedy was a chief cosponsor of the bill enacted by Congress to require health warning labels on smokeless tobacco products, and he cosponsored a bill introduced by Sen. Bill Bradley (D-N.J.) to deny tax deductability for tobacco advertising expenses.

ANPA will continue to press its position that anything legal to sell should be legal to advertise, according to Maguire.

On the House side, Rep. Mike Synar (D-Okla.) is expected to reintroduce his bill to ban all tobacco advertising, according to ANPA Counsel René P. Milam. "We wouldn't be surprised if it's HR 1," she said, the number given to the very first bill introduced in the House at the beginning of each Congress.

Ernest F. Hollings

Edward M. Kennedy

Momentum appears to be growing to do something to restrict tobacco advertising. The New York State Bar Association has adopted a resolution calling for a ban on all forms of media advertising of tobacco products. It has submitted the resolution to the American Bar Association House of Delegates for consideration at its mid-winter meeting in February.

Because amendments to the Freedom of Information Act were passed and enacted late in the last Congress, attention is expected to turn to how the new law is implemented. On the House side, the Government Information, Justice and Agriculture Subcommittee is likely to conduct FOIA oversight hearings and to look at electronic information issues, privacy and, possibly, the government's information classification system.

Although Congress is not expected to consider additional major tax revision legislation, it will probably pass a bill making "technical" corrections to the tax bill enacted last year, said Martin Casey, ANPA manager-government and international affairs. "That creates a vehicle for substantive tax measures," such as legislation to deny deductability for tobacco ad expenses, he warned.

Casey also noted that in the last session, Congress called for a Treasury Department study of the effects of all existing exemptions to excise taxes, including the newsgathering exemption for long-distance telephone calls. The study must be completed by June 30. "We will certainly have to advise Treasury at some point of the wisdom of keeping that exemption," Casey said.

In the labor area, bills are expected to be introduced to raise the minimum wage; to provide a system of government notification to employees of hazardous working conditions; and to require employers to give workers unpaid child care leave.

Other initiatives ANPA will be watching for include efforts to repeal laws restricting lottery advertising, trade issues and tort reform.

According to Congressional Quarterly, 28 of the 535 members of the 100th Congress claim journalism backgrounds—20 members of the House, eight Senators.

—Margaret Genovese

COURTS

Antitrust suits heat up

A lawsuit described by defense counsel as a "classic shopper vs. newspaper" antitrust case apparently will go to trial in February in U.S. District Court in St. Paul.

In another antitrust action, two Pennsylvania newspaper companies have charged Ingersoll Publications Co. with attempting to monopolize local display, insert and classified advertising in the western suburbs of Philadelphia through its newspaper acquisitions.

In the Minnesota case, Applied Graphic Arts of Wadena Inc., publisher of the Circle Shopper in Wadena, has charged a number of parties with conspiracy to restrain trade and attempting to monopolize advertising in violation of sections 1 and 2 of the Sherman Antitrust Act.

Defendants include Wadena Newspapers Inc., publisher of the Wadena Pioneer Journal, a paid-circulation weekly, and a free-circulation shopper; Parta Printers Inc., publisher of weekly newspapers in nearby New York Mills and Perham; and the printing plant where the Pioneer Journal is published.

Mark R. Antinson, lawyer for the defendants, said the trial probably will begin in February.

In the Pennsylvania case, Ad Pro Inc. and LiebComm Inc., which own and operate newspapers in the western suburbs of Philadelphia, Nov. 4 filed suit in U.S. District Court in Philadelphia against the Ingersoll group, which owns and/or operates more than a dozen newspapers in Pennsylvania.

The two companies are seeking damages and divestiture of one or more of the newspapers.

Ingersoll Publications has not formally replied to the complaint. □

Morison appeal will get support from press

ANPA will join other press organizations in filing a friend-of-the-court brief in the appeal of the espionage conviction of former naval analyst Samuel L. Morison.

Morison was found guilty of espionage and theft of government property for providing classified photographs to a British defense publication.

The press organizations will argue in their brief to the 4th U.S. Circuit Court of Appeals that the statutes under which Morison was convicted were not intended to be applied to the dissemination of information to or by the press [presstime, Dec. 1986, p. 52].

Other parties to the brief include the American Society of Newspaper Editors, the Reporters Committee for Freedom of the Press and The Washington Post. □

COURT BRIEFS

• Responding to a request from the ANPA-American Bar Association Task Force, two ABA divisions have agreed to delete references to **impersonation of the news media** from a report containing recommendations for laws governing undercover law enforcement operations.

The report will be presented to the ABA House of Delegates in February [presstime, Nov. 1986, p. 54].

• The California Supreme Court has **overturned a $4.56-million libel judgment** against The Hearst Corp. and two reporters over a 1976 series of articles in the San Francisco Examiner. It had been the largest libel damage award ever upheld by an appellate court [presstime, March 1986, p. 43].

The California high court ruled that the defendants "did not harbor actual malice when they published the articles containing false allegations of official misconduct" involving the plaintiffs, San Francisco law enforcement officials.

• The Massachusetts Supreme Judicial Court has **dismissed a libel suit** against The Boston Globe and syndicated columnist Ellen Goodman over a 1983 column in which she commented on the outcome of a rape trial. The suit was brought by a defendant in the case, who was acquitted of rape charges but found guilty of malicious destruction of property for damaging the victim's car.

In granting summary judgment, the court ruled that the statements in question "are constitutionally protected statements of opinion."

• The U.S. Supreme Court has agreed to hear the appeal of the **securities fraud conviction** of former Wall Street Journal reporter R. Foster Winans [presstime, Aug. 1986, p. 37].

REGULATIONS

Justice Department won't expedite bid for Detroit JOA

Saying that the application by Detroit's two daily newspapers for approval of a joint operating arrangement poses a difficult question and presents "troubling legal issues," the Justice Department has indicated it will not be rushed into a decision on the matter.

Meanwhile, Nashville's two daily newspapers have notified the Justice Department of an alteration to their JOA.

The Justice Department's comments on the Detroit case came in Dec. 8 letters to two Michigan congressmen who had asked Attorney General Edwin Meese III to rule by that date on the application of the Detroit Free Press and The Detroit News.

"The Department is very much aware of the uncertainty created by delay and of the need for a resolution of this issue on the part of the applicants as well as their employees, advertisers and subscribers," said Assistant Attorney General John R. Bolton. "The difficulty of the question, however, and the unique issues presented by this application, require that substantial attention be given to the matter by senior Department officials. . . .

"Similarly, even the decision whether to hold a hearing is difficult, because it requires considerable analysis of the merits, which are factually complex and present certain troubling legal issues," he said.

"I read that letter basically to say, 'Be patient,'" said Lawrence J. Aldrich, senior legal counsel for Gannett Co., owner of The Detroit News.

Under the new JOA agreement in Nashville, the Newspaper Printing Corp., which had served as the business agent for both the Nashville Banner (evening, circulation 68,863) and The Tennessean (morning, 119,120), will be dissolved. The Tennessean, a Gannett paper, will assume the business functions for both papers. The Banner is owned by Brownlee O. Currey Jr. and Irby C. Simpkins Jr.

The new contract extends through 2022; the old one was to have expired in 1997 [presstime, Aug. 1985, p. 16].

Under the revised contract, the profit is split increasingly in favor of The Tennessean. The ratio goes from 70:30 under the previous agreement to 74.5 and 25.5. Then in 1989, the ratio is placed on a sliding scale until it reaches 83.5 and 16.5 in 2005. □

Videotex exodus continues

Shortly after Time Inc. pulled out as a partner in the Covidea videotex enterprise, The New York Times Co. withdrew as an information provider.

The Times supplied news, sports and other information to Covidea in a service called New York Pulse. A Times spokesman said the decision to cancel the service had been under discussion for months and had nothing to do with Time magazine's withdrawal. The Times' cancellation is effective Jan. 4.

Time Inc. was a minority partner in Covidea, with an estimated $10 million to $15 million investment, according to Advertising Age.

Covidea, started in the summer of 1985, is a telephone-based videotex system to businesses and homes in the New York area (**presstime**, Dec. 1985, p. 42). Other partners in the venture are AT&T and Chemical Bank, each of which put up about 45 percent of the estimated $150-million Covidea investment.

Time spokesman Michael Luftman said his company decided the videotex enterprise was not the direction it wanted to go, although Time said it will continue to provide editorial matter to Covidea.

The New York Times' withdrawal from the project was the latest in a succession of electronic-publishing abandonments by newspaper companies that once viewed the new services as potential competitors for news and advertising.

A recent study by International Resource Development found that electronic publishing has proven to have little impact on newspapers and other print publishing—in spite of the fact that the database-services market was expected to have revenues of $1.9 billion in 1986.

"A few specialized (print) directories will fall by the wayside, to be replaced by electronic equivalents, but we really don't see a devastation of the traditional newspaper or yellow pages industries," said Jean Buffham, IRD research analyst.

The IRD report also said the price of services must come down before videotex will be viable in the home. Meanwhile, it remains a tool for businesses that need quick, specialized financial information.

Among electronic-publishing ventures folded in recent years were:

- An experiment in teletext—a technology in which information is scrolled on a screen with little or no user control—that Time dropped in 1983 after investing $30 million. The service appeared on cable-TV systems in San Diego and Orlando.
- Keycom, a videotex venture of Field Enterprises Inc., Centel Communications Co. and Honeywell Inc., that last year folded its consumer operation while continuing service to some businesses in the Chicago area.
- Knight-Ridder Inc.'s Viewtron videotex service that shut down in 1986 after the company invested $50 million.
- The Times Mirror Co.'s Gateway videotex project in southern California that was terminated last year. The company will not disclose how much it spent on the project.

One of the few remaining consumer videotex projects is Trintex, founded in February 1984 and scheduled to start operations in two years. It, too, faces an uphill climb. One of its three partners, CBS Inc., decided Nov. 14 to relinquish its interest. Sears, Roebuck and Co. and IBM are the remaining equal partners in Trintex, which is supposed to feature electronic shopping and banking. □

TELECOMMUNICATIONS NOTES

- The Atlanta Journal and Constitution **discontinued a local video production operation** that had furnished programs to two cable TV systems since November 1984.

  The company, Video Edition, produced programs on local sports, news and community affairs.

  Minor J. (Buddy) Ward, president of Atlanta Newspapers, said because the company could not get more cable systems to carry the programs, the Video Edition project was unsuccessful, but it was "a valuable experiment."

- An electronic **voice-information service** capable of replacing 200 telephone operators handling 3,000 calls was successfully tested by NBC News in the general election last November.

  Call-It Co., a unit of Lee Enterprises Inc., furnished the system that enabled reporters conducting exit polls to phone in results. The calls were processed by a computerized "audio prompt/response system" in the NBC News computer room.

  A full-scale system could handle up to 250 telephone calls simultaneously, said Andrew Monteverde, NBC telecommunications manager for contracts.

AT&T wants review shifted from Greene to FCC

AT&T has asked a federal court to order the Federal Communications Commission to take over the job of determining what businesses the regional Bell operating companies may enter.

Five of the seven BOCs have opposed the request.

If granted, the motion, filed with U.S. District Judge Harold H. Greene, would remove the Justice Department from the task of reviewing new-business waiver requests. Currently, the Justice Department studies each new-business proposal from the BOCs and makes a recommendation to Greene for his approval or rejection.

AT&T Senior Vice President Alfred C. Partoll said the FCC is better qualified to review the requests. Under the AT&T proposal, Greene would retain the right of approval.

Spokesmen for the opposing regional firms said FCC review would be cumbersome and would cause substantial delay in efforts to expand their business activities. Spun off from AT&T in the divestiture that took effect Jan. 1, 1984, the regionals said AT&T's motion is an attempt to throw roadblocks in front of their attempts to enter new businesses in which AT&T itself is interested.

In a related development, ANPA has asked the Justice Department to make public the "Huber Report," written for the department by Washington consultant and lawyer Peter Huber following a year of study on the ramifications of the divestiture.

The Justice Department is expected to utilize the Huber document this month when it reports to Greene on the current status and problems of the telephone companies.

ANPA said the report should be available for public review and that "equity calls for its release" because some in the news media already have seen it.

Communications Daily, Telecommunications Reports, The Wall Street Journal and The New York Times are among publications that already have reported on contents of the report.

Communications Daily reported that the 1,000-page document calls the former BOCs financially healthy. Huber also concluded that there was no need for immediate action to loosen modified final judgment restrictions unilaterally, the publication said. □

5th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

The Pulitzer Prize-winning story no one wanted to read.

© 1986 Knight Ridder, Inc.

Breakfasts all over Kentucky were ruined that Sunday.

Right there, on the front page of Knight-Ridder's Lexington Herald-Leader, was a devastating article about a revered Kentucky institution. University of Kentucky basketball.

In stories as painful to report as to read, correspondents Jeffrey Marx and Michael York told in great detail how some Kentucky Wildcat basketball players had been paid to play.

After games, wealthy Wildcat boosters gave star players "hundred dollar handshakes." There were free meals and free clothes.

These are all serious violations of NCAA rules.

Many fans thought the payoffs were wrong, but the reaction of some was to blame the messenger – the Herald-Leader. Angry fans led a "Trash the Herald-Leader" rally. Several hundred canceled subscriptions.

Marx and York also reported on athletes at other colleges.

A Chicago high school all-American was promised $100,000 if he'd go to one of the Big Ten universities.

A Texas junior college player was offered $50,000 to transfer to a four-year school.

Others said that offers of $10,000 were common.

The series prompted an impassioned debate about under-the-table payments to players. The controversy led to reform. Paying cash to college players, once considered commonplace, even prestigious to some, had lost its respectability.

In Kentucky, booster groups were banned from locker rooms. Cars and speaking engagements had to be registered with the University.

Nationally, similar soul-searching and changes took place on many campuses.

Reporters Jeffrey Marx and Michael York worked for seven months and conducted more than 200 interviews to get this story. Their effort won the 1986 Pulitzer Prize for Investigative Reporting.

The editors of the Lexington Herald-Leader knew this would be both an important and a very unpopular series. Some news organizations wouldn't have risked reporting the story.

But the Lexington Herald-Leader is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Educators scorn intern drug testing

Two organizations representing journalism educators are urging newspapers and other media not to require students to pass drug tests before they can become interns.

A resolution requesting cessation of drug tests for interns was adopted by the executive committees of the Association of Schools of Journalism and Mass Communication and the Association for Education in Journalism and Mass Communication at meetings Dec. 5-7 in San Antonio.

The educators cited four reasons why they believe the tests should be stopped:

- The mass media should champion the rights of personal privacy.
- Routine drug tests without reasonable suspicion that a person has taken drugs constitute "unreasonable search and seizure."
- Drug tests are inaccurate far too often.
- Interns are students, not permanent employees.

The resolution originated with ASJMC, which received a complaint from the School of Journalism at the University of Southern California. According to the school's director, Bryce Nelson, several of its students have been required to undergo drug tests. "We do not approach it from wanting to protect the students," said Nelson. "We think it really does raise real questions of personal privacy, dignity and personal liberties."

In addition to bringing the matter to the attention of ASJMC, the school also wrote a letter of protest to The Times Mirror Co., whose Los Angeles Times was one of the newspapers requiring the tests.

Tom Johnson, publisher and chief executive officer of the Times, responded that the newspaper is committed to providing a "safe and productive work environment" and that it expects employees to arrive at work, and remain during work hours, "free of the influence of alcohol or drugs.

"Pre-employment drug testing, as distasteful as the subject may be, does provide an indication of a potential employee's ability to do this."

He said pre-employment physicals are required of full-time, temporary and part-time employees, including paid interns. Drug testing of interns is "far from a means of singling them out," he said. "It is rather, meant to give our employment practices the consistency—and impartiality—that other Times employees expect and deserve."

He also said he did not consider drug testing to be a violation of privacy rights.

The AEJMC executive committee also adopted resolutions opposing a current proposal to restructure the journalism school accrediting body [presstime, Nov. 1986, p. 51] and expressing "grave concern" over the status of scholastic journalism. [See story at right.]

The resolution relating to the Accrediting Council on Education in Journalism and Mass Communications called for "a speedy resolution" of the issue of the council's composition. The "protracted arguments" and "apparent indecision" in the matter are detracting from the council's credibility and its energy for its major concerns, the resolution states. □

Pacemaker Award winners named

Winners of the 1985-86 Pacemaker Award have been announced by ANPA Foundation, the National Scholastic Press Association and the Associated Collegiate Press.

The award honors excellence in high school and college newspapers.

Winners of the high school competition are: Union Street Journal, Cherry Creek High School, Englewood, Colo.; Clearlight, Clearwater (Fla.) High School; The Buzz, Bonneville High School, Idaho Falls, Idaho; Lance, Westside High School, Omaha; and Statesman, Woodrow Wilson High School, Portland, Ore.

Winners of the collegiate competition are: Metropolis, Miami-Dade (Fla.) Community College-New World Center; MATC Times, Milwaukee Area Technical College; The Crimson White, University of Alabama, Tuscaloosa; The Maroon, Loyola University, New Orleans; Kentucky Kernel, University of Kentucky, Lexington; and The State News, Michigan State University, East Lansing.

Panel issues secondary-school suggestions

After two years of study, a national commission has made five recommendations aimed at improving the status of secondary school journalism programs, including a call for so-called "academic-based" journalism courses to be supported as an essential component of the high school curriculum.

The recommendations were announced in Chicago Nov. 23 during the annual convention of the Journalism Education Association, a national organization of high school journalism teachers and publications advisers. JEA formed the commission to investigate the condition of journalism education in the nation's secondary schools [presstime, April 1985, p. 45].

According to John Wheeler, chairman of the Commission on the Role of Journalism in Secondary Education, "academic-based" journalism courses are those that "emphasize language arts communications skills," such as writing, interviewing, critical thinking and critical reading. Wheeler, a journalism teacher at Lyons Township High School in LaGrange, Ill., said the term was used in response to the erroneous notion that high school journalism courses are "cut and paste" exercises, interested primarily in the production aspects of school publications.

Other recommendations of the commission are that:

- Academic-based journalism courses carry credit toward graduation equivalent to that given any other language arts writing course.
- Colleges accept credit granted in academic-based high school journalism courses at the level that would apply to comparable advanced writing courses.
- Minimum standards be established for academically qualified journalism teachers.
- Minimum standards be established for curricula of academic-based journalism courses.

The commission also made several "procedural recommendations," including an appeal to local media to assume a more active role in supporting high school journalism by providing scholarships, internships, awards and equipment.

A full report of the commission's findings is scheduled to be available by February. □

NIE Week, '87 Conference scheduled for March

Two important Newspaper in Education events are scheduled for March.

The fifth annual Newspaper in Education Week will be observed March 2-6.

Then from the 18th through the 20th, the 1987 Newspaper in Education Conference will take place at Chicago's Westin Hotel.

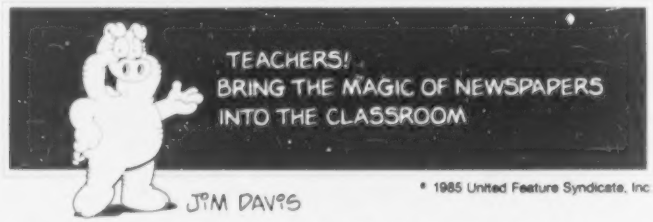
NIE Week, which promotes use of the newspaper as a classroom teaching tool, is cosponsored by ANPA Foundation and the International Reading Association.

Linda B. Skover, the Foundation's assistant director, said she expects participation to equal or exceed that of last year, when more than 500 U.S. daily newspapers provided about 3 million copies of newspapers to 30,000 schools. In addition, she said, an unknown number of U.S. weeklies participated, as well as newspapers in at least eight foreign countries [presstime, March 1986, p. 49].

An NIE Week booklet and camera-ready ads have been mailed to all ANPA-member newspapers.

The NIE conference, which is sponsored by ANPA Foundation, will include sessions on using newspapers to teach reading, writing, language arts, critical thinking, current events, earth science, economics and constitutional principles.

Registration costs $400 for employees of newspapers and educational organizations, and $525 for representatives of firms selling NIE materials and/or services. For more information, contact the Foundation at The Newspaper Center, Reston, Va. □



Camera-ready NIE Week ads feature Orson the Pig of comic-strip lore.

Audio-visual show available on literacy

An audio-visual program on literacy is available from ANPA Foundation.

The 20-minute program is available in two formats—slide tray for $50 and VHS-format videocassette for $40. It provides an overview of the illiteracy problem and describes specific newspaper literacy initiatives.

To order or to obtain more information, contact Ardis Pruess of ANPA Foundation at The Newspaper Center, Reston, Va.; (703) 648-1252. □

Newspaper Fund to stop J-school grad survey

The Dow Jones Newspaper Fund has decided to discontinue its annual survey of recent journalism school graduates, but an official of the organization expressed hope that someone else will take on the project.

The survey tracks such things as where graduates found work and at what salaries [presstime, March 1986, p. 48]. The Dow Jones & Co.-sponsored fund has conducted the survey each year since 1964, and Executive Director Thomas E. Engleman said, "Maybe it's time to turn it over to somebody else."

Engleman said the survey consumes a great deal of staff time and, for lack of computer facilities and statistical expertise, his organization has been forced to retain survey professionals for assistance.

He also noted that although the fund is interested solely in encouraging young people to consider newspaper careers, the survey covers all J-school graduates, including those preferring public relations, advertising and broadcasting.

The fund now intends to concentrate more attention on its minority programs, Engleman said. □

Year-long observance planned for bicentennial of U.S. Constitution

The newspaper industry is gearing up to help in this year's bicentennial observance of the U.S. Constitution.

"Working with former Chief Justice [Warren E.] Burger and the bicentennial commission, newspaper executives and companies already have initiated several nationwide projects which lend themselves well to local adaptation," said ANPA Executive Vice President Jerry W. Friedheim, vice chairman of the Communications Advisory Committee of the Commission on the Bicentennial of the U.S. Constitution [presstime, Nov. 1986, p. 75].

"ANPA Foundation will coordinate, with the nation's educators, 'A Celebration of Citizenship' in the schools in September. This fits in quite well with our industry's ongoing Newspaper in Education and literacy work," Friedheim said. "Newspaper companies also will join in national and local essay contests and provide advertising, billboard and other promotion space to the bicentennial."

According to Friedheim, the Advertising Council will produce two public service ad campaigns for the observance. One will have the theme: "The Constitution: The Words We Live By." The other, in conjunction with the Society of Professional Journalists, Sigma Delta Chi, will present this message: "If the Free Press Didn't Tell You, Who Would?"

The commission has agreed to cosponsor ANPA Foundation's Celebration of Citizenship, and to underwrite up to $202,443 in printing and postage costs.

The highlight of the Sept. 16 celebration will be a broadcast to school children in which Burger has been invited to read and explain the meaning of the preamble to the Constitution, and President Reagan has been invited to lead a recitation of the Pledge of Allegiance.

The commission has established a Communications Division to assist journalists in covering bicentennial events. The telephone number in Washington, D.C., is: (202) 653-2432.

In a related development, a new Newspaper in Education curriculum entitled "Using the Newspaper to Teach About the Constitution" is scheduled to be available this month. Designed for use in elementary, middle and secondary schools, the camera-ready publication may be obtained for $15 from ANPA Foundation at The Newspaper Center, Reston, Va. □

Blind can 'read' the newspaper through special audio service

The definition of "blindness" used by the National Center for Health Statistics is the inability to read a newspaper. Aiming at the substance if not the letter of the definition, a Michigan group hopes to change it, by enabling the blind to *hear* their daily paper.

Starting this month, a pilot program funded by the Knight Foundation will start with The Flint (Mich.) Journal.

Each day, blind subscribers will be able to read the latest paper by tapping into a computer through a regular touch-tone telephone. A two-digit code brings out the proper section, then previously taped articles are heard in sequence. If people are not interested in a particular story, they simply push one of the phone keys to pass on to the next one.

"It is the first time the blind will be able to read what they want when they want, and not be dependent on other people to read the paper to them," said James E. Doherty, executive director of Newspapers for the Blind.

Doherty rejects the idea that television or radio is enough of an information source, saying, "a newspaper is so much more than news." Blind people want the "depth" possible in newspapers, he said, and also items that are not generally on television or radio, like classified ads.

In addition to the initial $80,000 Knight grant for the Flint pilot program, Newspapers for the Blind was awarded $8,500 from the Gannett Foundation.

After start-up costs, the service will be self-supporting, said Doherty, with the blind paying the same for their verbal subscription as most people pay for their printed ones.

He added, "We're hoping dailies in other states will help get us started."

Job hotline opens for minorities

The Asian American Journalists Association has opened a 24-hour hotline in California for Asian Americans and other minority journalists seeking newsroom jobs. The number is (818) 961-2263.

Employers who want to post job and internship information should call AAJA headquarters in Los Angeles at (213) 389-8383, between 10 a.m. and 4 p.m. Pacific Time.

Information will be updated every two weeks.

SIPI says science coverage expands dramatically

In the past two years, the number of U.S. daily newspapers with science weekly sections has more than doubled, according to the Scientists' Institute for Public Information.

SIPI, a non-profit group dedicated to upgrading science coverage in the media, found science sections in 66 dailies in 1986—an increase of 38 since 1984.

For the purpose of the survey, a "section" was defined as "not less than a page-and-a-half of articles on science and technology that appear on the same day every week, in a clearly marked, regular space."

The Survey also revealed that an additional 81 dailies have science pages. A growing number of the sections are focusing on health rather than science and technology—35 percent in 1986, up from 18 percent two years earlier.

The first U.S. newspaper to launch a science section was The New York Times in 1978. But lately, smaller papers have joined the trend.

Guild members to vote on AP contract

Members of the Wire Service Guild will vote this month on a new two-year labor agreement with the Associated Press.

The tentative agreement was reached in December, when the current one-year contract expired. Kevin T. Keane, president and administrative officer of the Wire Service Guild, said the union's negotiating committee will recommend that the members ratify the new contract.

AP said the total wage package would add 2.5 percent to labor costs in the first year and 3.5 percent in the second. Wage hikes over the period would be $28 or $58 weekly, depending on the city.

ANPA wants mail 'piece' defined

What, exactly, is a "piece" of mail?

There are no U.S. Postal Service regulations that answer the question, and ANPA has asked for a ruling.

The Association's request came in the form of an amended complaint to the Postal Rate Commission about third-class detached labels. These address labels are separate from the materials they accompany but do not pay separate postage.

ANPA argued in its original complaint that detached labels constitute an unclassified type of mail service that does not bear a "fair and equitable" portion of mailing costs [presstime, Dec. 1986, p. 56].

But even more fundamental than that, the Association said in its amended filing Dec. 12, is the need to establish what the fuss is about. "ANPA has come to believe that resolution of this matter . . . inexorably rests upon the need for definition" of a mail piece. It added, "Common sense having been flouted by the current treatment of detached cards and consensus now absent, a classifying definition must fill the void."

ANPA said that once properly defined, the mail piece can be assigned "costs and rates within its class as deemed appropriate" in a separate rate case.

Renewal notices can travel via third-class mail

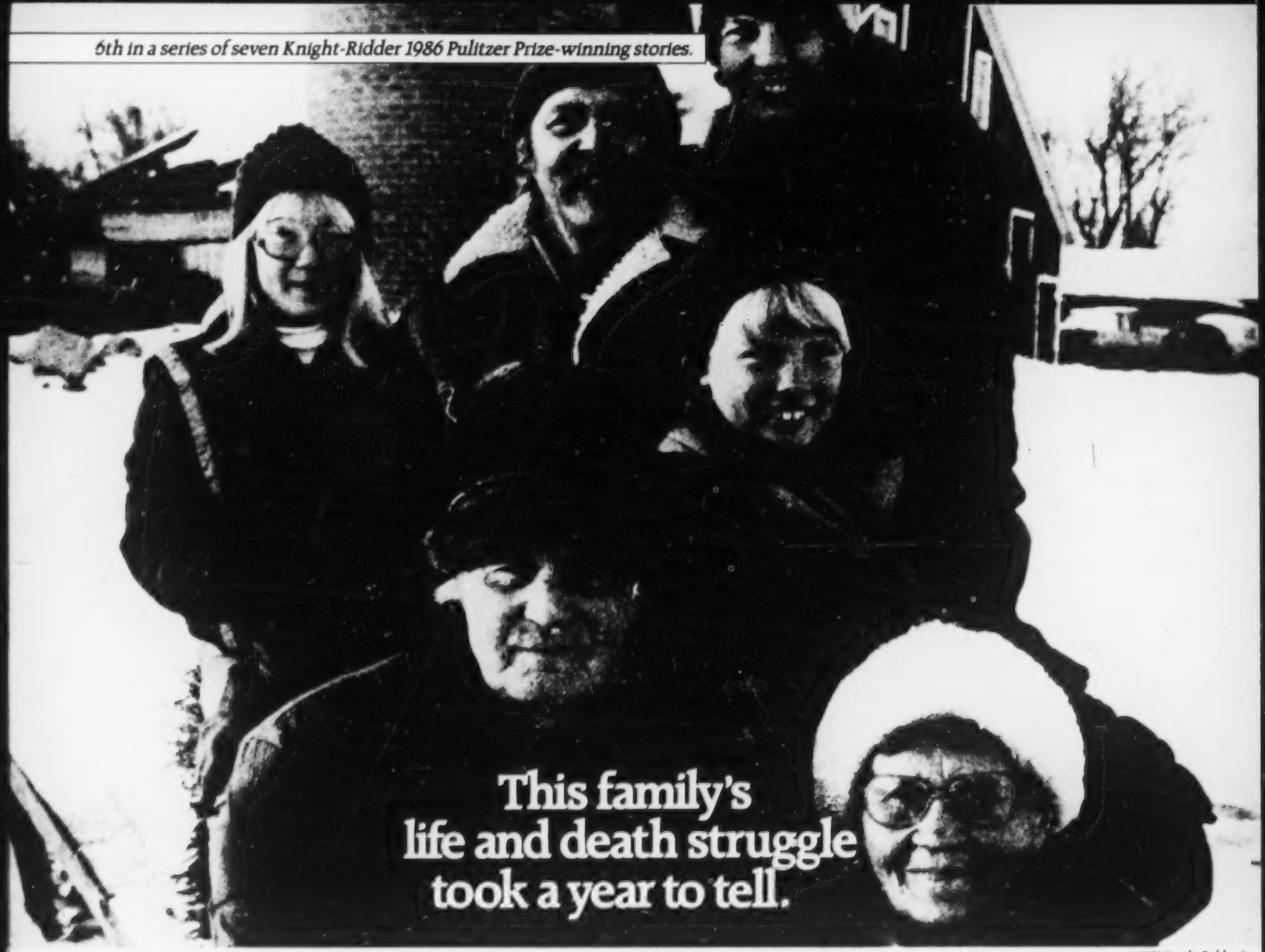
Postal authorities have clarified that newspapers may send subscription-renewal notices by third-class mail.

There had been confusion over use of third-class—as opposed to much more expensive first-class—for such purposes.

Responding to an ANPA inquiry, the U.S. Postal Service said printed subscription renewal notices that do not contain personal correspondence—and do not constitute statements of account—may be mailed at bulk third-class rates when sent in "identical terms to more than one person."

ANPA Assistant General Counsel Tonda F. Rush said not acceptable is a notice that says, "You have received the newspaper for six weeks and you now owe us" a specific amount of money. Account numbers may differ with each renewal notice.

6th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.



This family's life and death struggle took a year to tell.

© 1986 Knight Ridder, Inc.

Life on the land has never been easy.

Now for thousands it has become impossible. So many farmers are losing their farms that the very fabric of rural society is being shredded.

The editors of Knight-Ridder's St. Paul Pioneer Press and Dispatch wanted their readers to become intimately involved with the plight of the Midwestern farmer.

Veteran columnist and reporter John Camp was put on the story for an entire year. He soon realized he was covering the crumbling of a culture which was tenaciously trying to preserve its basic values. But every time a farm failed, the rural ethos equating self-respect with self-reliance was further shattered.

Camp and his editors decided they would view the farmers' problems through the eyes and the toil of one Minnesota farm family. They chose the Bensons. Gus and Bertha, son David and his wife Sally-Anne, along with their two children. They all live and work on their 160-acre farm near Worthington, Minnesota.

In early 1985, small farmers, like the Bensons, were being driven off their farms in record numbers by an unrelenting combination of falling prices and rising debt.

Camp was with the Bensons from the first plowing of spring to a hurried harvest in a late fall blizzard.

"A farm year," Camp wrote, is "an accumulation of quick conversations behind hot waiting tractors, of grunts and warm drinking water exchanged on 100-degree days... of nights so dark and so far from the city that the Milky Way looks like Manhattan."

David Benson harvested the last of their crops in the snow of early November.

They'd made it through another year. Thousands of others didn't. So many farmers are leaving the land and the life, that "the infrastructure of rural society threatens to collapse," wrote Camp.

John Camp's sensitive reporting and eloquent prose won the 1986 Pulitzer Prize for Feature Writing.

Camp had made 23 trips to the Benson's farm, covering 8,500 miles to report the story. He wrote 20,000 words for the five-part series, "Life on the Land."

No matter how vital, few news organizations would have kept one of their best reporters on a single story for a year.

But the St. Paul Pioneer Press and Dispatch is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

USPS proposes tighter rules on supplements

The U.S. Postal Service has proposed new rules that could hamper some newspapers when they include advertising supplements in copies delivered by mail.

"The intent is to rein in publications in which the supplements appear to have overwhelmed the publication itself," said Tonda F. Rush, ANPA assistant general counsel.

Among other things, USPS proposed to limit the number of supplement pages to the number of pages in the regular newspaper. It also wants to prohibit such things as product samples from eligibility as a newspaper supplement.

USPS also said it wants to tighten rules because in some "disturbing cases, 'supplements' have the appearance of being wholly independent publications. In other cases, the 'supplement' consists of more pages than the copies of the issue which are being supplemented. And in some instances, 'supplements' bear third-class permit imprints" even though publishers are delivering them via second-class publications.

"The intent of these changes is to clarify the existing regulations and to preserve the integrity of second-class mail," the Postal Service said.

Comments on the proposed rules are due Jan. 11. □

Commission accepts TMC complaint

The Postal Rate Commission said it will hear a complaint filed by four newspapers over second-class, total-market-coverage publications.

The commission rejected a request of the U.S. Postal Service that it dismiss the case filed by The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner. They said USPS improperly disallowed certain forms of second-class TMC [presstime, Nov. 1986, p. 55].

The commission said it will not decide the "legality" of postal rules in question but will conduct a mail classification proceeding to examine this "live controversy."

It added that the "right forum" for determining the validity of postal rules in question would be the U.S. District Court. □

Ad taxes, various legal issues highlight NAM conference

Prospects for restoring an exemption for advertising from Florida's sales tax improved as a result of the November elections.

But the deepening state budget deficit in Texas has made it likely that a tax on advertising will be adopted there.

Those were among the reports provided by state press association managers at the annual legislative conference of the Newspaper Association Managers Dec. 11-12 at The Newspaper Center in Reston, Va.

In addition to advertising tax matters, the managers were briefed on developments in areas including tort reform, open-records and open-meetings laws, and workplace issues.

Richard D. Shelton, executive director of the Florida Press Association, called the election last Nov. 4 a "breath of fresh air" for forces battling to reinstate the advertising exemption. Last year, the Legislature voted to eliminate a number of sales tax exemptions as of July 1 and established a commission to review the exemptions to determine whether any should be retained [presstime, Aug. 1986, p. 40].

According to Shelton, Gov.-elect Bob Martinez has said he would oppose elimination of exemptions that would affect the press.

On the other hand, Philip A. Berkebile, executive vice president of the Texas Daily Newspaper Association, reported that the chance of avoiding the imposition of a tax on advertising in his state's next legislative session looks "very bleak."

He described some legislators' attitude as "overtly hostile" toward the press, which has criticized the Legislature for not dealing effectively with the budget shortfall, now estimated in the range of $4.5 billion to $5 billion for 1987.

Berkebile also said it probably will not be possible to repeal the tax on circulation sales. The circulation exemption was removed in 1984 [presstime, April 1986, p. 60].

State Comptroller Bob Bullock, who had opposed a circulation tax because of the difficulty of administering it, has prepared a bill to make publishers liable for collecting it, Berkebile said. "Losing him [as a supporter] is a tremendous loss to us," he said.

The NAM group heard from Wally Snyder, senior vice president for government relations of the American Advertising Federation, about the State Legislative Alert and Action Coalition. AAF, the Association of National Advertisers and the American Association of Advertising Agencies established the coalition a year ago to fight ad taxes. □

Margaret Gerbrecht

Ohio Newspaper Association's Kenneth L. Drum addresses NAM. Listening are (left to right): Christine B. Garvey, Pennsylvania Newspaper Publishers Association; Carole A. Riordan, American Press Institute; and Doug Crews, Missouri Press Association.

WE'RE LOOKING FOR AN OUTSTANDING SLOGAN-AND-SYMBOL TO PROMOTE CLASSIFIED ADVERTISING IN THIS TARGET MARKET.

AND YOUR BIG IDEA CAN BE WORTH ONE THOUSAND DOLLARS.

The Yellow Pages have their walking fingers. Prudential has its piece of the rock. Allstate has its good hands.

Now it's time for the Classifieds of the U.S. and Canada to make their mark from Hudson Bay to the Gulf of Mexico and from the Bering Straits to the Florida Keys.

With an attention-grabbing slogan and symbol that powerfully identify — at a glance — the Classified Section as THE place to look for goods and services.

A slogan and symbol that can be widely promoted — and used in hundreds of newspapers and other media — for enormous impact and recall.

A slogan and symbol that can be your brainchild.

So put on your thinkin' cap. Create up a storm. Submit your entries now. As the winner, you'll receive $1,000, industry-wide envy and recognition, and your winning idea will blossom out in the 1987 NAB Creative Newspaper.

That's worth going after!

Final deadline for entries: February 15, 1987.
Mail to: Classified Big Idea Contest
Newspaper Advertising Bureau
1180 Avenue of the Americas
New York, NY 10036

FOA Project Making Headway

After its first full year of operation, the Newspaper Advertising Bureau's Future of Advertising Committee reports specific accomplishments as well as much work still to be done.

"We think we can accomplish not a 'miracle on Madison Avenue' but measurable and significant progress," the committee's chairman, Harold W. Andersen, said in a report to the ANPA Board of Directors Dec. 5 in New York City.

The committee is "looking into corners that have not been examined before or certainly not examined in such a comprehensive way," said Andersen, chairman and chief executive officer of the Omaha World-Herald Co., and a former chairman of ANPA. But "there is no magic wand that we can wave over this business to come up with some quick, single-focused answer," he said.

As for the 10 task forces that have tackled various aspects of the newspaper business, "there are three logical outcomes," said Leo Bogart, NAB executive vice president and general manager. "Some will be winding up work completely in 1987," he told presstime. "There will be others that will say, 'We need more time,' and they will keep going. There will be others that say the areas are so important that they ought to be permanent items in some budget," such as that of NAB or ANPA.

Among the tangible accomplishments to date are several publications that have been distributed widely to newspaper executives and others.

By far the "best seller" is *Guide to Quality Newspaper Reproduction*, 40,000 copies of which have been printed in a cooperative effort with ANPA.

"How to Gain and Retain Readership," a detailed primer on strategies to make newspapers more compelling for readers, is another popular publication that sprang from the Future of Advertising project.

Several other FOA publications address the issue of standardizing some aspects of the newspaper business, a major objective of the committee:

- Completed several months ago are "Guidelines for Standardized Retail Research" and "The Standardized Advertising Invoice."
- Just released is "Standard Advertising Codes," describing a way to simplify newspapers' accounting and billing systems. These "codes" are based on the methodology used by Media Records, a private firm that measures newspaper advertising.

Also under way is an effort to standardize credit applications for newspaper advertisers [presstime, Dec. 1986, p. 57].

And expected this year are reports from other FOA task forces:

- The Task Force on Sales and Personnel Training has retained the management consulting firm of Towers, Perrin, Forster & Crosby to conduct a compensation study. This builds on University of Missouri research that found the average annual salaries for newspaper ad directors and retail ad managers to be substantially less than those of their radio and television counterparts. There will be additional reports from subcommittees on recruitment and training.
- The Task Force on Sales Structure is looking into the possibility of creating "a new sales team approach" to building newspaper advertising. "One advantage would be the appearance of a new, vigorous, talented sales force—another indication we are not willing to sit on our present linage base and present sales efforts," according to Andersen.
- The Task Force on Promotion will "prepare proposals as to how we can redirect the attention of advertising decision-makers toward newspapers," said Andersen. A campaign directed toward the general public may also be considered. □

AD/SAT is now a reality

AD/SAT, the service to deliver advertising facsimiles to newspapers via satellite, has concluded its "demonstration period" and has begun offering commercial service.

Company President N.S. (Buddy) Hayden said 12 newspapers and four advertising agencies participating in the demonstration have attested to the system's technical ability [presstime, Oct. 1986, p. 55].

The system also was approved by a special newspaper business liaison committee made up of Gene McDavid of the Houston Chronicle, Charles M. Kinsolving Jr. of the Newspaper Advertising Bureau, William D. Rinehart of ANPA and Robert Kirby of the advertising agency Bozell, Jacobs, Kenyon & Eckhardt.

The panel noted that ads received at 10 test newspaper plants were "satisfactory and will meet the newspaper advertiser's requirements."

There were some "minor problems," however, requiring technical modifications. And there were minor changes needed "in the electronics which are the result, primarily, of differences in the operating environment in the individual newspapers," the committee said.

Also, still to be installed at test sites is computer equipment for an AD/SAT messaging system that will operate much like electronic mail. Hayden said that part of the program should be running Jan. 19.

The facsimile system itself currently is "operating live every day" in a limited fashion in the 10 plants serving 12 newspapers. More equipment was ordered in December for the dozens of other newspapers that have contracted for AD/SAT service.

Hayden said at press time that, all told, contracts have been signed with about 75 newspapers representing 35 percent of daily U.S. circulation and 47 percent of Sunday circulation. Included were 23 of the 25 largest-circulation dailies and 41 of the top 50. Hayden said he expects AD/SAT to be operating in the top 100 U.S. markets by the end of the year. Eventually, AD/SAT hopes to serve 400-500 newspapers, he added.

While the system is intended primarily for national advertising, Hayden said it also has been used to transmit retail ads. An example is Lord & Taylor's advertising sent in December from New York City to The Washington Post.

AD/SAT offers a "tremendous time advantage," Hayden said. For example, an ad was delivered on an emergency basis from New York to the Chicago Tribune just five minutes before deadline.

Marketing for AD/SAT services is under way. Already, the company has contracted as regional sales agents Potomac Graphic Industries of New York and Ad Systems of Chicago.

The satellite-facsimile concept was initiated in the early 1980s by ANPA and NAB. The Robert Wold Co. in 1984 formed a new company to operate such a service, which it named AD/SAT. Wold last year sold the project to British press magnate Robert Maxwell. □

Momentum toward rate parity grows with Young & Rubicam test

Years of bickering between newspapers and national advertisers led to an effort by a New York ad agency to address the touchy subject of rate parity.

Young & Rubicam announced Dec. 10 that 23 dailies in 17 large cities had agreed to consider an 18-month test starting Jan. 1. They will curb their price differentials between national and retail advertising for package-goods advertisers who commit to a certain minimum size and frequency of newspaper ads.

Several days later, John G. Miller, the Y&R vice president who spearheaded the move, predicted that by the end of 1986, more than 100 papers would announce their intention to participate.

Over the past two decades, much of the blame for newspapers' declining share of national advertising—a paltry 6.3 percent in 1985, compared with 10.7 percent in 1960 —has been fixed on the high cost of national ads in newspapers. The most recent tabulation of the American Association of Advertising Agencies found newspapers' national rates to be an average of 64.6-percent higher than their retail rates.

While a few major dailies, such as the Wichita Eagle-Beacon, have eliminated this differential for consistent national advertisers meeting certain size and frequency criteria [presstime, Nov. 1986, p. 64], this is the first time a sizable number have indicated their willingness to do so.

The response from advertisers, agencies and newspapers has been enthusiastic:

• It is "the most significant development for advertisers like General Foods in the newspaper business in a long time," said David K. Braun, the corporation's director of media and program services.

• It represents "an opportunity to be more competitive, to be more aggressive in getting national business newspapers don't now have," said Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

• "It proves that newspapers are moving forward and are willing to listen to advertisers and make some deals," said Jack P. Cohen, vice president, director of print and outdoor media buying for the agency DDB Needham Worldwide.

Package-goods advertising in U.S. dailies—primarily cents-off coupons for grocery products and health and beauty aids—is newspapers' fourth largest form of national advertising. But package-goods ads account for less than 1 percent of overall advertising expenditures in dailies.

Attracting more than just coupons from package-goods advertisers offers the possibility of significant growth in newspaper ad revenue, because this category makes up about a third of national advertising in all media, says NAB's Bogart.

Observers cautioned that it was too soon to assess the impact the experiment might have on increasing the amount of package-goods ads in newspapers or decreasing newspapers' rate differentials across the board.

"Remember, this is a test," said Miller. "We are trying to encourage these advertisers to think about newspapers, and many of them have not thought about newspapers for anything but coupons in a long time."

Braun of General Foods said newspapers must follow their words with action. "My guess is if you're not talking about virtually eliminating the differential, then you still have a significant psychological problem, if not a real financial problem," he said.

There is no uniformity among newspapers as to how they will respond to the Y&R initiative. "Each one is setting its own ground rules," said Cohen of DDB Needham. "It's a matter of one-on-one negotiation with each paper."

At the New York Daily News, package-goods ads following specified guidelines can be sold at rates that amount to up to "42 percent off the [rate] card and 6 percent higher than retail," said Anthony J. Calianese, senior vice president of advertising and marketing.

It was Calianese who started the ball rolling at Y&R last November when he approached the agency with a plan that "would extend retail rates to national package-goods advertisers" provided they "gave the Daily News volume and frequency." Y&R executives, he said, "liked the idea but needed more than one newspaper and one market," and began to approach newspapers individually.

Although it was Y&R that seized the inititiative, Calianese and other ad executives noted that adjustments to package-goods rates would not just apply to firms represented by this agency. "This is not just a Y&R rate," he said. "We are soliciting all package-goods advertisers and all agencies."

While the Daily News executive cautioned the plan is not a "quick fix," he said "pricing is the most important impediment to date as to why newspapers have not achieved their fair share [of national advertising]."

For some, implementing the plan will mean little change in rate structures. "We already have what is known as a 'national food rate,'" said Erich G. Linker Jr., vice president and advertising director of The New York Times. "We currently have a multi-faceted rate card with discounts and frequencies, keeping within our rate strategy of using category pricing." The Y&R initiative "is consistent with what we do, what we have been doing," he said.

Others point out that while the Y&R proposal has received a great deal of publicity, it is only one of a series of developments over the past year that have encouraged newspapers to appeal directly to package-goods advertisers.

"It's not just a response to the Y&R presentation," said Millard G. Owen, vice president of marketing and sales for The Boston Globe. A variety of sources have made newspapers aware that they are "no longer attractive to a package-goods advertiser who is interested in establishing a brand image," he said. "They [package-goods advertisers] need frequency."

Responding to this, the Globe this year is offering new rates for brand-name, package-goods advertisers in its food section, depending on various levels of size and frequency. —*Marcia Ruth*

Panel seeks slogan for classifieds

The phrase, "Let your fingers do the walking through the Yellow Pages," gets credit for luring many an advertiser to one of newspaper's rising competitors.

So the classified advertising subcommittee of the Future of Advertising Committee's Standardization Task Force is conducting a contest to find a competitive slogan and symbol for newspaper classifieds.

Deadline for entries is Feb. 15. They should be sent to the Newspaper Advertising Bureau, 1180 Avenue of the Americas, New York, N.Y. 10036.

How the Creative Newspaper 11 publication can help you sell advertising

BY CRAIG C. STANDEN

A key part of newspapers' strategy for regaining the initiative in national advertising and for increasing our ROP retail business has been the encouragement of better creative work in newspaper advertising through the Athena awards and the Creative Newspaper publication.

The Newspaper Advertising Bureau promotes the Athenas and Creative Newspaper through advertising and publicity in the advertising trade, and distributes thousands of copies of Creative Newspaper to large retailers, advertisers, agency account managers and creative departments. The bureau also uses a sales presentation based on Creative Newspaper in scores of sales calls on major agencies and at major meetings and conventions.

The purpose of these activities is to remind and/or convince the people who place the majority of national advertising that newspaper ads can be as dynamic and generate as much excitement as television commercials—and that newspaper advertising can be just as effective as television or magazines for building a brand's image with consumers.

This is an important, long-range job. But it's only part of the reason for the Athenas and for Creative Newspaper.

Far more important is what *you* do with Creative Newspaper in *your* market. Not only can U.S. and Canadian newspapers reach many more large-agency and major-advertiser executives than can the bureau's staff, but individual newspapers can also use their dominant position in their markets to improve the quality and effectiveness of the advertising of thousands of local retailers, large and small. And that's where the battle for ROP advertising is now being fought.

Your retail customers are being pursued aggressively by direct-mail companies and by local radio and TV competition. Creative Newspaper gives you an opportunity to work with these retailers to help improve their advertising to the point that they will prefer to stick with their successful newspaper advertising rather than take chances with other media they're less familiar with.

Here are some of the ways newspapers have told us they use Creative Newspaper and the accompanying sales presentation.

1. With **key advertisers and agencies**, newspapers are:

• Using the multi-screen version of the sales presentation as a centerpiece for a major meeting. Several newspapers invite their top local advertisers to a lunch or dinner meeting that is built around NAB Creative Director Hank Simons (or another bureau executive) and the multi-screen presentation. This is an especially effective way to get through to top agency people who are often the most difficult to reach. All the guests, of course, should receive individual copies of Creative Newspaper.

Craig C. Standen

• Using the single-screen version of the presentation for smaller meetings—both advertiser/agency groups and single-company staff presentations. For example, you might invite the creative and account staff of a local agency to your plant for a combination plant tour, lunch and presentation. To add extra spice to such a presentation, personalize it with slides of ads created locally and taken from your own pages.

2. With **individual advertisers and agencies,** newspapers are assuring that every advertiser who spends $5,000 or more has a copy of Creative Newspaper. It should be presented in person by the advertiser's newspaper representative as a way of saying, "Your business is important to this newspaper. Here's a resource you can use for ideas and inspiration when you're planning your ads." Creative Newspaper is also full of newspaper advertising success stories, which remind advertisers that the local paper is the best way to use advertising to increase sales.

3. With **their advertising sales staffs**, newspapers are:

• Featuring Creative Newspaper at staff meetings. Showing the presentation can be used to spark staff discussions of ways to use Creative Newspaper as a sales tool with individual accounts, ways to adapt outstanding ads for local advertisers and ways to focus attention on the importance of excellence in creating successful advertising for local retailers.

It makes sense for ad sales people to go through the pages of Creative Newspaper every two or three months; an ad they have forgotten may turn out to be the solution they need for a problem account. You might even want to give an award to the staff member who comes up with the best adaptation of a Creative Newspaper ad for a local advertiser.

• Using the presentation as a "creative slide bank." When you've finished showing the presentation to staff and local advertising people, individual slides can often be used by staff members for inclusion in presentations to specific accounts.

4. With **ad clubs, civic organizations and educational groups**, newspapers are using the presentation as an ideal program: It's timely, it's an interesting, entertaining half-hour with lots of humor, it presents newspapers and newspaper advertising in a positive way, and it demonstrates the value of newspaper advertising. In fact, your promotion department probably shouldn't wait to be asked but should seek this kind of audiences.

These are just some of the ways you can use Creative Newspaper 11 and the sales presentation to sell more and better newspaper advertising. If you'd like to arrange for a showing of the multi-screen version in your market, call or write Hank Simons at (212) 704-4570. If you'd like information about the single-screen version for NAB members, or about obtaining additional copies of Creative Newspaper 11, call Hal Licker, our vice president/production, at (212) 704-4571. □

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

Research on tap

Two firms are moving ahead with syndicated research. By mid-December, 52 U.S. dailies in 22 markets had signed on with Scarborough Research Associates, and 30 in 24 markets with Simmons Market Research Bureau [presstime, Sept. 1986, p. 51]. □

7th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

Now you see him.

© 1986 Knight-Ridder Inc.

Most people don't.

To many people, Walter is invisible. They've trained themselves not to see him.

They look the other way when Walter and other street people come into view.

The Philadelphia Inquirer wanted to bring these invisible Philadelphians into sharp focus for its readers.

Walter is a part of that invisible Philadelphia story.

His past is a stranger.

When it rains, he escapes in a box.

At night, he sleeps on steam vents on several streets in downtown Philadelphia. No one can ever remember seeing him washed and clean.

Many of these street people are a part of the bizarre phenomenon of the 1980s resulting from the deinstitutionalization of mental patients. In city after city, schizophrenics treat their torment daily by dulling their senses with all the alcohol they can get.

Stubble-chinned or bearded, bound in winter in ancient overcoats, they look like they've stepped out of the past. Ragged. Depression-era ghosts on modern streets.

Inquirer photographer Tom Gralish took to those streets to do a photo essay on downtown derelicts.

For the first week, he took no pictures. He worked on breaking down their highly developed sense of distrust for outsiders. Then, for five weeks, he shot 60 rolls of film, 2,160 pictures.

Selected photographs ran for more than 10 pages in the Inquirer. This is a fragment of that work.

Tom Gralish won the 1986 Pulitzer Prize for Feature Photography.

His pictures had graphically exposed a social policy which dumps the mentally ill on our cities' doorsteps and streets.

Considering the grim subject, many newspapers would never devote such an extraordinary amount of space to this kind of story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Survival may be at stake in NYC

Labor agreements with 10 unions covering about 8,800 employees of the New York Daily News, the New York Post and The New York Times expire March 30.

Labor specialists say the survival of the Daily News, which says it needs $30 million in labor cost concessions, is at stake. What happens during negotiations at that newspaper will determine the principal issue for the other two dailies.

But many experts emphasize that labor negotiations at New York City's newspapers no longer establish a pattern that is followed across the country. New York is unto itself, they say.

The situation in Manhattan today is similar to that of five years ago when Tribune Co. of Chicago, owner of the Daily News, put the then-1,483,333-circulation tabloid up for sale.

By the end of April 1982, however, the company had decided to keep the newspaper and to invest "a substantial amount" to restore it to financial health—contingent upon achieving cost reductions with the help of the unions. Four months later, the company and unions came to an agreement, and contracts were extended three years beyond their March 30, 1984, expiration date.

Circulation of the Daily News is now down to 1,270,926. The newspaper reportedly experienced an operating loss of $3 million for the first nine months of 1986, and it has lost some key advertisers [presstime, Nov. 1986, p. 38].

In return for the $30 million in concessions, Tribune Co. vows to invest $210 million in a new plant.

"We hope we can successfully work out an agreement to save the News and jobs for our people," said George E. McDonald, president of New York Mailers' Union No. 6 and head of the Allied Printing Trades Council, an umbrella group that represents the 10 unions. In December, Tribune auditors and an accounting firm retained by the unions were going over the Daily News' books, according to McDonald. The company soon "will be telling the 10 unions what their piece of the [$30 million] pie will be," McDonald said.

In a separate development, the mailers' union has agreed to recognize the right of the Daily News to subcontract Sunday edition inserting work in return for a $6-million payment to about 200 laid-off mailers, including 114 full-time employees who are eligible for $50,000 each.

At the Post, which reportedly has an average annual $10 million in losses, and at the financially secure Times, dates have not been set for the beginning of negotiations.

The Post, like the News, wants labor concessions. "We've got to have significant savings in our operational costs and increased flexibility in just about every area," said William A. O'Neill, executive vice president and general manager of the Post, which is owned by Rupert Murdoch's News America Publishing Inc.

A DIFFERENT CLIMATE. The labor picture in New York City has changed considerably from what it was in the 1960s. Twenty years ago, for instance, a newspaper's decision to farm out bargaining-unit work to a non-union shop would have resulted in a strike.

The unions are "not as militant" as they were, according to Joseph F. Barletta, who was executive vice president and general manager of the Daily News between 1976 and 1980.

"The biggest thing is a recognition by the unions that two of the three newspapers are losing money, which as recently as the 88-day strike in 1978 they didn't believe," said Barletta, now director of newspapers for Freedom Newspapers Inc. in Irvine, Calif.

Attention focuses on New York Daily News as Manhattan dailies prepare to negotiate.

Whatever happens in the upcoming negotiations in Manhattan, it will not be as important to the newspaper business as it was in the 1960s. "Twenty years ago," said Barletta, who is chairman of the ANPA Human Resources Committee, "what the unions could accomplish in New York City set goals for the unions throughout the country."

Another former New Yorker says there has been a big change in the nature of labor relations in the newspaper industry generally. "What New York City does is unimportant to the rest of the country," said James M. Baysinger, director of industrial relations at The Sacramento Union. "New York is almost an anomaly," said Baysinger, who was industrial relations manager at the New York Mirror when it closed in 1963.

Today, he said, the large newspaper groups "move on a much broader scale" and are the trend-setters. "I don't think New York is a benchmark anymore."

William W. Fletcher, president and general manager of the Rocky Mountain News in Denver, said the breakthroughs in the implementation of new technology "have been coming from all over the country. They did not come out of New York."

Lawrence A. Wallace, vice president/industrial relations for The Washington Post, said that when he was negotiating labor agreements in Detroit and San Jose in the 1960s, "We kept a close eye on the New York settlements" because the unions "would throw them at us."

Although labor relations specialists outside of the New York area play down the importance of the negotiations nationally, they take on a life-and-death appearance when viewed locally.

"What we are going to see this year are decisions that will chart the future of each of these three major newspapers into the 21st century," said Roy W. Anderson, ANPA vice president/human resources. "While they won't set a trend for the industry, these negotiations strike at the very heart of the New York City newspaper scene. The successful changes that have been negotiated in other cities must be negotiated there by creative bargaining on both sides." —*Clark Newsom*

ITU-CWA merger is about to take effect; union vows action on organizing front

The American Arbitration Association was expected to certify in late December the overwhelming vote by members of the International Typographical Union to merge with the Communications Workers of America. The merger becomes official 15 days after the certification.

When it does, the oldest union in the United States, the ITU, will become the Printing, Publishing and Media Workers sector of the giant CWA.

As newspapers have introduced labor-saving production technology, the ITU's active membership has decreased from more than 100,000 in the 1960s to 43,000 at the end of 1986. The CWA has 700,000 members.

The final, unoffical tally for the November referendum [presstime, Nov. 1986, p. 67] was 29,740 for merger and 7,265 against. The vote ended a nine-year search by ITU leaders for a merger partner.

The ITU's five top officers will relocate early this year from Colorado Springs to CWA headquarters in Washington, D.C.

The new CWA sector will be headed by ITU President Robert S. McMichen, who in a concurrent election of officers turned back the bid of Vice President Allan J. Heritage by a vote of 23,283 to 14,754. Secretary-Treasurer Thomas W. Kopeck was re-elected, along with vice presidents Billy J. Austin and William J. Boarman. A third vice president, Fred M. Leathem, also was elected. Two of the three vice president positions will be eliminated in 1990.

In addition to being president of the sector, McMichen also will become a vice president of the CWA.

About 1,700 votes were challenged in the election of officers, and they are determinative of whether Austin or Boarman is designated first vice president. The vice presidential candidate receiving the most votes is named to that slot. Austin received 21,491 votes and Boarman 21,695. The designation is important for successor reasons, in the event either McMichen or Kopeck should leave office during their three-year terms beginning Jan. 1, 1987.

ITU members also voted to continue a strike benefit fund independent of the CWA. Strike benefits will be $200 a week.

Some labor specialists believe the merger with the CWA is unlikely to affect current relationships between newspaper management and local unions. However, newspapers with unorganized departments may be targets for increased unionization efforts. McMichen and CWA President Morton Bahr said at a news conference that the combined union would be moving into areas that the ITU alone had not had the resources to organize.

"We see this merger as a way to strengthen everyone's position at the bargaining table and on the organizing front," Bahr said.

The CWA president said he hoped to work with The Newspaper Guild and the Graphic Communications International Union on joint organizing campaigns. There are no immediate plans to seek merger with either of those unions, he said.

"I don't think we'll see any more union mergers affecting the newspaper business in the next five years," said Charles D. Cole, ANPA manager/labor relations. "The Guild is interested in finding a merger partner but has had no favorable responses."

While ITU members were voting on the merger, the CWA concluded a merger with the United Telegraph Workers, which includes among its 5,800 members technicians at the Associated Press.

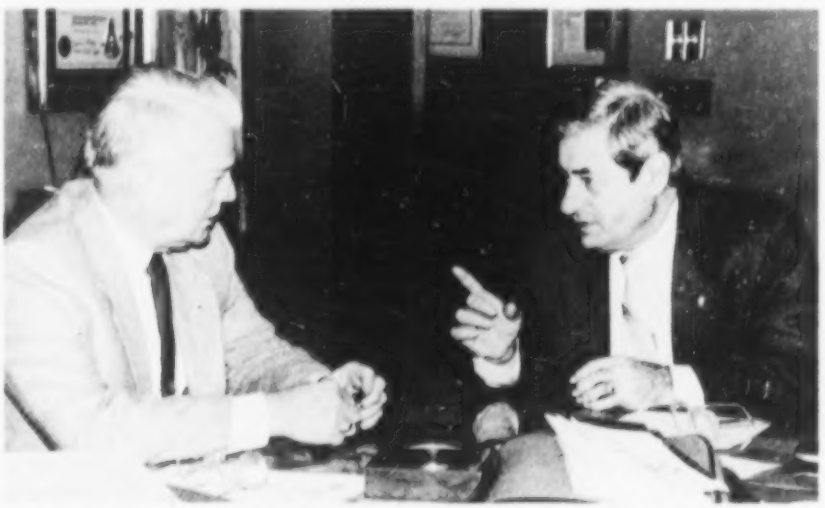
In another development, Teamsters President Jackie Presser canceled a "no-raiding" agreement between his union and the CWA. The Teamsters have been seeking to persuade newspaper mailer locals to disaffiliate from the ITU. Members of Phoenix Mailers' Union No. 52 recently voted 196-36 in favor of disaffiliation. Mailers in San Francisco and Minneapolis-St. Paul previously voted to disaffiliate [presstime, Nov. 1986, p. 67].

Although some labor specialists predict more mailers will disaffiliate, the president of one large local does not believe there will a large defection. "The majority of the mailers are satisfied with the merger and delighted to be with the CWA," said George E. McDonald, president of New York Mailers' Union No. 6.

—Clark Newsom

ITU member writes '30'

"Saying goodbye to the ITU comes hard," wrote ITU Secretary-Treasurer Thomas W. Kopeck in the final issue of the Typographical Journal. "There has never been a comparable union in the history of organized labor and in my opinion none will ever come close. In some circles we were referred to as an anachronism, a dinosaur, an organization whose time had come and gone. Perhaps this analysis is accurate and we were out of step with the times in many ways. . . ."



ITU's McMichen (left) confers with CWA's Bahr during December meeting in Washington, D.C.

Poll shows Guild members would support organizing drive

Most of The Newspaper Guild's members would be willing to pay an additional $1 a month in dues for increased organizing, according to a poll commissioned by the union.

David J. Eisen, the Guild's director of research and information, said the poll was undertaken to gather information for organizing efforts as well as to improve responsiveness to the union's 34,000 members.

More than 85 percent of those interviewed by telephone from their homes said they consider it important for the Guild to organize non-union workers in the news industry, with 57.8 percent rating it "very important."

The poll was conducted last spring by the Wilson Center for Public Research Inc. in Washington, D.C., which also analyzed the responses and prepared the report. The number of members surveyed, 1,100, was three times larger than the number many pollsters consider appropriate for a "population" the size of the Guild's membership, according to the research organization.

The report said a strong majority—ranging from 70 to 85 percent—has a high opinion of the union and the contracts under which members work. More than seven out of 10 said their jobs would be worse to much worse without the Guild.

Nearly 80 percent endorsed the Guild's being active legislatively, but the members polled were about evenly divided on whether it should support candidates for elective office.

"At a time when many unions are viewed as 'weak and ineffective' by workers they represent, Guild members consistently see their union as capable of addressing on-the-job concerns through success at the bargaining table and through the grievance procedure it has negotiated," the Wilson Center report said.

Guild President Charles A. Perlik Jr. said the union intends to put the poll's findings "to full use in shaping our programs and policies" for the short- and long-range future.

He said the poll gives the Guild its first detailed picture of the membership's composition, its demographics and occupational distribution.

One concern raised by the poll is the danger that as older members approach retirement, younger members may prove to be less enthusiastic about the union. Members who see the union as a most necessary part of their jobs are those closest to retirement age. More than one of every five members polled were 55 or older.

When asked what type of work they did, about 43 percent said either reporter, editor or photographer. The other 57 percent said they worked in various advertising, circulation and business office jobs. □

New survey of personnel practices to be made

The ANPA Human Resources Department will issue an updated version of its personnel information survey that was made in September 1981.

The initial survey results were the basis for a comprehensive analysis of newspaper personnel practices [presstime, Dec. 1981, p. 44].

"The data generated by the first survey have proved to be extremely valuable to our member newspapers, and we are hoping for an even better response this time," said Patricia P. Renfroe, ANPA manager/personnel relations.

As with the first survey, responses will be computerized, making it possible to provide members with specific information on personnel policies at newspapers of similar circulation size, union status or geographic region.

In conjunction with the personnel information survey, members also will receive a questionnaire on training practices at their newspapers.

Both survey forms will be mailed to ANPA-member newspapers this month. □

Recent contract settlement

Memphis Commercial Appeal, Guild: Three-year agreement covering editorial and commercial employees; retroactive to June 11, 1986.
(Details in January 1987 ANPA Labor & Personnel Relations Letter.)

Court rules contractor ineligible to receive jobless benefits

The Appellate Division of the New York Supreme Court has ruled that a motor-route driver for The Times Record of Troy was not an employee of the newspaper and therefore was ineligible to receive unemployment insurance benefits.

The driver, Marianne C. Martin, contracted with The Times Record to deliver bundles of newspapers to stores and newsstands along an established route.

The court noted that Martin was paid a negotiated, flat rate that could not be changed substantially without her consent. More significantly, the court said Martin could and did hire a substitute driver and a helper without the newspaper's approval.

The ruling came on an appeal by the commissioner of labor of an Unemployment Insurance Appeal Board finding that Martin was an independent contractor. The commissioner has petitioned the Court of Appeals, the highest court in the state, for a review of the Appellate Division's decision. □

$3.5-million settlement at Sacramento Bee gets final approval

An eight-year labor dispute at The Sacramento Bee officially ended in December with final approval of a $3.5-million strike settlement for printers who walked off their jobs in 1978.

The 63 printers, represented by Typographical Union No. 46, were permanently replaced after they refused to cross a picket line set up by mailers. They voted last June to accept the cash settlement [presstime, July 1986, p. 58], but several paperwork delays held up final approval. The printers were required to sign individual release forms absolving the company from future legal claims.

The settlement, which was approved by U.S. District Judge Raul A. Ramirez, will be spread over three years. Individual printers will receive payments ranging from $5,000 to about $50,000, before taxes, depending on their years of service and other factors. They were not reinstated.

The printers have requested that the parent international union reconsider its demand for reimbursement of about $1 million in strike benefits. □

James H. Ottaway Jr.

Jack W. Fuller

Louis D. Boccardi

David K. Braun

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041:

"Media Merger Madness": What Are the Effects and Where Is It Going?
James H. Ottaway Jr., president, Ottaway Newspapers Inc., Campbell Hall, N.Y. New England Newspaper Association fall convention, Vergennes, Vt., Oct. 7

Reporters, Governments and National Security
Benjamin C. Bradlee, executive editor, The Washington Post, and David R. Gergen, editor, U.S. News & World Report. Frank E. Gannett Lecture, Washington, D.C., Nov. 25

All the News That Must Be Printed
Thomas Winship, inaugural fellow, Gannett Center for Media Studies, New York City, and former editor, The Boston Globe. Columbia Journalism Review 25th anniversary dinner, New York City, Nov. 6

Consequences of Change in Investigative Reporting
Jack W. Fuller, editorial page editor, Chicago Tribune. Medill School of Journalism, Northwestern University ceremony honoring the school's Pulitzer Prize winners, Evanston, Ill., Nov. 13

The Law, Journalists and the Public
Louis D. Boccardi, president, Associated Press. Society of Professional Journalists, Sigma Delta Chi national convention, Atlanta, Nov. 13

How to Market Newspapers
Stephen H. Martin, chairman and chief executive officer, Cabell Eanes Advertising, Richmond, Va. Virginia Press Association promotion and circulation meeting, Williamsburg, Sept. 27

The Canadian Lumber Duty—Just the Beginning?
Harry J. Horracks II, director/government affairs, National Lumber and Building Material Dealers Association, Washington, D.C. ANPA Newsprint Committee meeting, Washington, D.C., Oct. 23

Dignity in Lawyer Advertising
Karen Leichtnam, legislative representative, HALT (Help Abolish Legal Tyranny). American Bar Association, Commission on Advertising, Washington, D.C., Oct. 10

From the Audit Bureau of Circulations annual meeting, New York City, Nov. 12-14:

Newspaper Dynamics in 1986
ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc., Miami

ABC: A Progress Report
ABC Chairman David K. Braun, director/media and program services, General Foods Corp.

From the Southern Newspaper Publishers Association annual convention, Boca Raton, Fla., Oct. 5-8:

ABC Current Industry Update
William C. Green Jr., publisher, Huntsville (Ala.) News and The Huntsville Times

Innovative Sales Methods
Howard Greenberg, circulation director, News and Sun-Sentinel Co., Fort Lauderdale

Inside Customer Service and Telemarketing
Philip K. Hanna, circulation director, New York Times Regional Newspaper Group

Current and Future Uses of a Circulation Information System
John Schueler, circulation director, The Miami Herald

ANPA Calendar

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 5-9

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11-13

ANPA Convention Arrangements Committee meeting
The Times Mirror Co. offices, New York City, Jan. 13

ANPA Technical Committee and ANPA/TEC '87 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Jan. 13-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

ANPA Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Sir Francis Drake Hotel, San Francisco, Jan. 26-28

ANPA Board of Directors meeting
Century Plaza Hotel, Los Angeles, Jan. 27-28

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

ANPA Foundation Minority Advisory Group meeting
The Newspaper Center, Reston, Va., Feb. 3

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 8-14

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Feb. 9-13

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
South Padre Hilton, South Padre Island, Texas, Feb. 12-13

ANPA Management Development Workshop
Omni International Hotel, Miami, Feb. 16-19

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Los Angeles, Feb. 22-24

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 23-27

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Palm Springs, Calif., Feb. 25

ANPA Legal Affairs Committee meeting
The Copley Press corporate offices, La Jolla, Calif., Feb. 27

MARCH

Human Resource Strategies in the Newspaper Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
Adam's Mark Hotel, Houston, March 1-4

ANPA Advanced Management Workshop
St. Anthony Hotel, San Antonio, March 2-4

ANPA Post-Press Packaging and Distribution Symposium
Hyatt Regency O'Hare, Chicago, March 3-5

ANPA Executive Committee meeting
National Press Building, Washington, D.C., March 5

ANPA Government Affairs Committee meeting
J. W. Marriott, Washington, D.C., March 5-6

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., March 9-13

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 15-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., March 16-20

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Newspapers explore uses for optical disks

As the use of compact optical disk technology becomes more widespread, particularly in the area of data storage and retrieval, efforts are under way to identify additional uses for the laser-etched disks at newspapers.

A group of newspaper executives will gather in Washington, D.C., for two days in February to explore the possibilities. The meeting, sponsored by the ANPA Telecommunications Committee, will focus on CD-ROM technology. CD-ROMs—compact disks with "read only" memories—have been marketed for three years [presstime, Feb. 1984, p. 22]. Newspapers can use them to store library material or other data for which a permanent record is desirable.

However, newspapers have many other storage requirements that do not need permanent records. Those functions would be a natural for erasable optical disks, which could come on the market later this year.

Jane Wilson, ANPA's assistant director of telecommunications, said newspaper use of optical storage disks currently is rather limited, but she added that it soon will be widespread.

"The purpose of the February meeting is to determine how the technology might best be used for newspapers internally in such areas as libraries," Wilson said. "But we also want to look at how it will affect some newspaper customers, including large retailers and Realtors," Wilson said.

Other matters to be addressed include these questions:

- In what new ways ROM-CD can be used and by whom?
- What are the capacity, searchability and costs of such systems?
- How can newspapers use optical disks to improve their operations and offer new products?
- What are the implications for newspapers' on-line or hard-copy archival material?
- Is there a market for selling optical disks of newspapers' archives?

The Telecommunications Committee has preliminary plans to issue a report to the ANPA membership on newspaper uses of CD-ROMs.

Optical disk technology works this way: A laser is used to burn or press tiny "pits" of data into the disk. Lasers also "read" the pits, converting the data into electronic signals that translate into retrievable data on a computer screen.

"It's an evolutionary process, and the technology is still very new," but it is leaving the R&D stage.

The microscopic pits make it possible to store the equivalent of more than 250,000 typewritten pages on one 4.7-inch-diameter disk. The use of lasers also means materials can be retrieved very quickly.

Most often, the disks are inserted into a laser reader that is hooked up to a computer terminal—that of a mainframe system or a personal computer.

Philips and DuPont Optical Co.

Philips and DuPont Optical worker examines disk in sterile environment.

Michael J. Colello, executive vice president for engineering for Teletrak Advanced Technology Systems Inc. in New York City, said a two-sided optical disk can replace 1,100 floppy disks. In addition, material can be retrieved in seconds through the use of key words. His company produces software for a PC-based optical-disk database storage and retrieval system.

The technology is still in its infancy and is continuing to evolve, Colello noted.

Last year, several optical disk manufacturers banded together to begin establishing standards for data-based optical disks. This would enable any disk to be read on any player, a necessity if the industry is to flourish, said James H. Murphy, manager of information for Philips and DuPont Optical Co. The firm, which has headquarters in the Netherlands and U.S. offices in Wilmington, Del., makes audio disks for recordings, as well as CD-ROM and video disks.

Murphy said the publishing industry has been among the first to embrace CD-ROM. Grolier Inc., for example, has placed an entire 20-volume encyclopedia set—some 30,000 articles—on one disk. Astonishingly enough, only about 20 percent of the disk's storage capacity was needed.

"It's an evolutionary process, and the technology is still very new, though it's rapidly leaving the research and development stage," Murphy said. "Optical disks for data storage are getting a great deal of attention because the use is becoming more widespread."

His company is among many that are working to perfect an erasable disk. Philips and DuPont Optical hope to have one ready for the market by the end of this year, he reported.

An erasable disk would require a different set of lasers both for ascribing and reading the information. But it would have many more potential applications.

To cite just two in a newspaper operation, an erasable disk could be used for storage, retrieval and eventual dumping of the tremendous number of bits of information associated with full-page pagination and digitized photographs.

—Rosalind C. Truitt

After 1,800 projects, Technical Advisory Services still address specific newspaper problems

Back in 1964 when ANPA expanded its Technical Advisory Services to include in-plant studies, newspapers wanted individualized advice on the still-new technology of offset printing. They also wanted information on whether computer-driven typesetters were feasible.

These days, TAS studies address different issues—most often plant expansions and quality-control evaluations. But the idea of individualized attention to a newspaper's specific problems remains the same, according to Peter P. Romano, ANPA director/technical services.

"No two newspaper operations, even if they're the same size, are the same. You have different management philosophies, different modes of operation. So the only way you can do an honest job is to do it one on one," Romano said.

"We can be objective," he added. "The people who run newspapers know what they're doing, but they are so busy putting out a newspaper they can't see the forest for the trees some of the time. We help them do that."

About 1,800 TAS studies have been conducted for ANPA-member newspapers. Thirty were done in 1986, down slightly from 34 in 1985.

Most of the newspapers ordering TAS studies are small- to medium-size in circulation, although Romano said large metropolitan dailies also do so.

ANPA has offered technical assistance to newspapers since 1927 when what was then known as the Mechanical Department was established. However, in the past 22 years, the program has expanded and become more specialized.

Today, ANPA engineers and technicians, including people who once worked in newspaper production or in equipment manufacturing, offer in-depth analyses of a variety of subjects. They include: printing quality control, mailroom analysis, personnel utilization, plant and departmental layout, press conversions, pressroom analysis, communications, telecommunications, computer system selections, environmental services and cost effectiveness.

In some cases, newspapers send information to The Newspaper Center in Reston, Va., for analysis, but the vast majority of TAS studies involve in-plant visits, said Ed Eybers, technical services engineer. The charge for such visits and the time to prepare the written report is $250 per staff day plus transportation, lodging and meal expenses.

Most TAS studies cost $2,000 or less. And the cost often can be recouped through savings derived from implementing TAS recommendations, Eybers pointed out.

Prior to an in-plant visit, the newspaper is sent a questionnaire. If the evaluation is to be a comprehensive look at a newspaper's operations, the entire 18-page document is completed. For studies of a specific area of operation, fewer questions are answered.

Questions range from the number of employees in various departments to the make, model and year of the presses used.

The person (or persons) conducting the in-plant visit looks carefully at operations and talks to as many people at the newspaper as possible, Eybers said. Talks normally begin at the level of publisher, but supervisors, department heads and other employees are often consulted as well.

Once back at The Newspaper Center, the engineer gathers additional information from a variety of sources, such as the ANPA Technical Library, past TAS studies and other members of the Association's staff. Finally, a written, confidential report evaluating the situation and containing recommendations is submitted to the newspaper.

Newspapers interested in a TAS study should contact Romano at The Newspaper Center. □

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Correction

The chart that accompanied the November Special Report on flexography incorrectly listed the start-up time for the Monterey (Calif.) Peninsula Herald's new 7-unit Goss flexographic press. It is scheduled to be operational in 1988. Presstime regrets the error. □

TECHNOLOGY CALENDAR

- **Computer Graphics '87** conference will be Jan. 14-16 at the Westgate Hotel in San Diego.
- **Graphics of the Americas '87,** a graphic arts trade show, will be Jan. 23-25 at the Miami Beach Convention Center.
- A **Conference on Desktop Communications,** sponsored by the Seybold Group, will be Jan. 28-31 at the Hyatt Regency San Francisco.
- **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel in Beverly Hills, Calif.
- The annual meeting of the **Collier-Jackson Users Group** will be March 13-17 at the Lincoln Hotel in Tampa.
- **Composition '87 and Type-X '87,** the National Composition Association convention and trade show, will be April 9-11 at the Marriott Marquis in New York.
- **ANPA/TEC '87**, the Association's annual Technical Exposition & Conference, will be June 6-10 in Las Vegas.

Bundle verifier to be tested

A bundle verifier developed by ANPA technical researchers will be tested at The Free Lance-Star in Fredericksburg, Va., early this year.

The verifier, which is designed to give an accurate count of the number of newspapers in a bundle [presstime, Oct. 1986, p. 61], is another example of the increasing attention being focused on the mailroom by the ANPA Board of Directors and the Association's Technical Committee, said George Cashau, ANPA director/technical research.

The Virginia daily, which is independently owned, has circulation of 34,717.

Cashau said other ANPA mailroom research centers on improving storage and retrieval systems for inserts, increasing the use of robotics, and developing computer software to tie together various mailroom components. □

TECHNOLOGY NOTES

• Parent company Eastman Kodak has **combined Atex Inc. and Eikonix Corp.** to create a new unit, Electronic Pre-Press Systems.

Atex manufactures computer terminals and word-processing systems for newspapers and magazines. Eikonix makes color-imaging equipment for newspapers. Both companies are based in Bedford, Mass., and will continue to operate as independent subsidiaries.

• The International Newspaper Conversion Group has changed its name to the **International Newspaper Group** to reflect the 11-year-old organization's shift in emphasis from newspaper press conversions to a wider interest in various press technologies and other technical matters.

• Information International Inc.'s **products now may be linked** to the Monotype Lasercomp. Newspapers will be able to use Triple-I's pagination or ad-makeup systems with that raster typesetter.

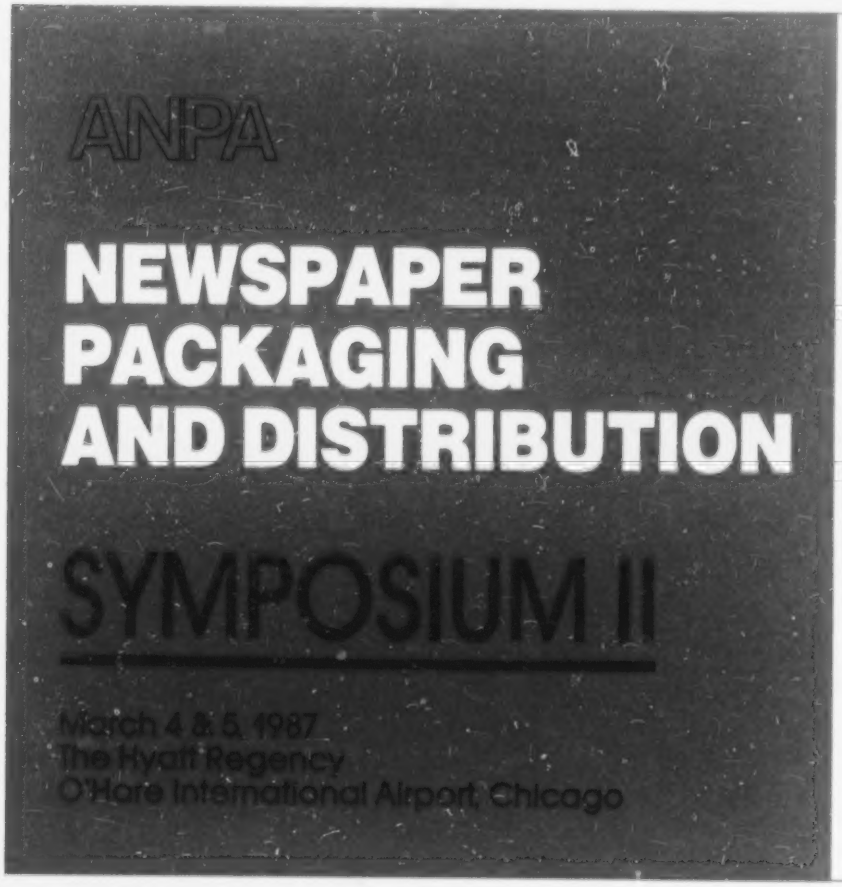
• NAPP Systems (USA) Inc. is conducting its sixth annual **"Best in the World" competition.** It is open to newspapers that use NAPP printing plates.

Contestants must submit two identical tear sheets of black-and-white and/or process color printed between Jan. 1 and Feb. 28. Judging will consider such factors as highlight dot retention, registration and ink density. Entries will be grouped according to geographic location, circulation size, and black-and-white or process color page.

Category winners and a "Best of the Best" will be announced June 9 during ANPA/TEC '87 in Las Vegas.

• BASF Corp. has **formed a new Printing Systems Operating Division.**

It consolidates BASF units that make K&E and Inmont printing inks, photopolymer printing plates, and color-imaging systems for newspapers. The West German firm has U.S. offices in Bedford, Mass.



This will be the second symposium sponsored by the ANPA Technical Committee focusing on current and future challenges of handling the newspaper from "Press Folder to Reader."

Newspaper publishers, production and circulation executives, operating personnel and equipment suppliers will benefit from the presentation by newspaper managers on the leading edge of today's technology.

The $375 registration fee includes admission to all sessions, continental breakfast on both meeting days, luncheon on Wednesday, March 4, and a reception on Tuesday evening, March 3.

Please call Fred Warner (703) 648-1186 for more information and a registration form.

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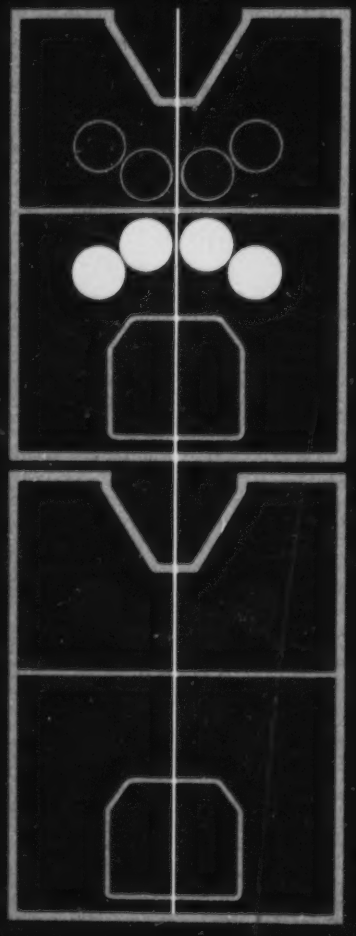

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Economy will shape paper use

BY JON G. UDELL

Although U.S. daily newspapers are well-positioned for the future [presstime, Nov. 1986, p. 71], history shows that the economy will be the primary determinant of newspapers' future growth. And the economic horizon of the United States is cloudy.

Among the many potential obstacles to economic expansion are the rapidly expanding federal deficit, huge portfolios of non-performing loans held by U.S. financial institutions, a dangerously high reliance on foreign capital in both the public and private sectors, and, in numerous major industries, a competitive struggle with foreign rivals that have lower costs and prices.

Fortunately, there also are rays of sunshine on the horizon. The rate of inflation has been greatly reduced, technology is advancing at an unprecedented pace, productivity is rising in numerous U.S. industries, the demographic configuration of the U.S. population is favorable to economic expansion, and there is at least a "promise" of reduced federal deficit spending and an improved balance of trade.

Given the many divergent positive and negative forces that will determine our destiny, predicting the economic future is indeed difficult. Most chief executives of Fortune 500 companies probably do not possess special talents for making any such prediction, but they are intimately involved in the course of economic events. Furthermore, their companies have both the need and the resources to carefully monitor and predict the many forces that will shape our economy's future. Therefore, I surveyed those CEOs, and 105 offered their predictions.

The differences in their views confirm that the future is indeed uncertain. Approximately one-half of the responding executives anticipated a period of severe economic stress, such as a financial crisis, between now and 1995; the other half do not foresee major problems for the U.S. economy in the years ahead.

Udell is Irwin Maier professor of business at the University of Wisconsin. This is the second of his two-part series on newspapers, newsprint consumption and the economy.

Tribune Co

U.S. newsprint consumption could rise to 14.5 or 15 million metric tons by 1995.

Despite the differences in their views, the CEOs generally agree that there will be a rising intensity of international competition, a significant transformation in almost every major U.S. industry because of advancing technology and growing productivity, and a continued erosion of U.S. industry's share of world markets.

Most of the executives predict a reasonably healthy rate of real U.S. economic growth between now and 1995. There is a fairly strong consensus that the average real rate of expansion will be 3 percent—almost the same as the prevailing rate during 1975-85.

If a 3-percent growth rate were to be realized, U.S. newspapers would fare well in the years ahead. For example, U.S. newsprint consumption, which stood at 11.65 million metric tons in 1985, would rise to more than 15 million tons by 1995. The vast majority of this newsprint would continue to be consumed directly and indirectly (for example, in preprinted advertising inserts) by newspapers.

However, if there is a period of severe economic stress during the years ahead, such as a financial crisis or severe recession, the anticipated 3-percent economic growth rate would be difficult to attain. Given this scenario, it would be more reasonable to anticipate a 2.5-percent average annual expansion of the real gross national product. Using this more conservative economic vision of the future, I project that U.S. newsprint consumption will rise to 12.9 million tons in 1990 and 14.5 million tons in 1995.

These estimates use a 30-pound basis-weight newsprint and are projections of the demand trend. If either 1990 or 1995 is near the peak of the U.S. business cycle, actual consumption should be above projected trend value.

On the other hand, if either year is at or near the recessionary phase of the cycle, consumption is likely to be below the projected 12.9- or 14.5-million tons. Both projections also assume an adequate supply of newsprint, and that is never a certainty. Even a temporary shortage of newsprint, if of major proportion, reduces the long-term growth of U.S. newsprint consumption.

In summary, the future outlook for U.S. newspapers is favorable even though the U.S. economy may experience some difficult days in the years ahead. If difficulty does not occur, the 14.5-million-ton trend projection for 1995 will be exceeded. In fact, if newspapers and newsprint consumption were to repeat the growth rates of 1975-85, U.S. newsprint consumption would reach 16.3 million tons in 1995. However, one can strongly question whether newsprint supply would allow such a rapid expansion.

Copies of my complete study, "A Look to the Future: the U.S. Economy, Newspapers and Newsprint Consumption in 1995," are available from ANPA's Newsprint and Transportation Department at The Newspaper Center in Reston, Va. □

Abitibi stock sold by Olympia & York

Olympia & York Developments Ltd. is selling its remaining 4.8-million shares of Abitibi-Price Inc.

Olympia & York owned 93 percent of Abitibi-Price in 1981 but sold most of its holdings to Gulf Canada Ltd. last year [presstime, Sept. 1985, p. 47]. □

Consumption rates rise once again; inventories drop

Newsprint consumption by all U.S. users was up 1.2 percent in October 1986 compared with the same month a year earlier. For the first 10 months of '86, users consumed 3.1-percent more newsprint than they did a year earlier.

Consumption by U.S. daily newspapers also increased by 1.2 percent in October, and for 10 months it was up 2.1 percent.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 40 days' supply at the end of October, down from 43 days at the same time in 1985. North American mill stocks were about 28-percent below the October 1985 level.

Worldwide shipments from Canadian mills increased in October by 3.5 percent from October 1985. Shipments within Canada were up 6.2 percent, while those to the United States and Europe were up 0.6 percent and 18.6 percent, respectively.

Domestic shipments from U.S. mills increased 3 percent in October while U.S. shipments overseas were up 16 percent.

Canadian mills operated at 97 percent of capacity in October—the highest rate since February 1985—and at 93.4 percent for the 10-month period. U.S. mills ran at 91 percent in October and 94.2 percent for the year.

Production in Canada was 4.9-percent higher in October 1986 than a year previously, and it was up 4.6 percent in the United States. Ten-month totals showed increases of 2.4 percent and 2.9 percent, respectively.

Estimated consumption of all U.S. daily newspapers[1]

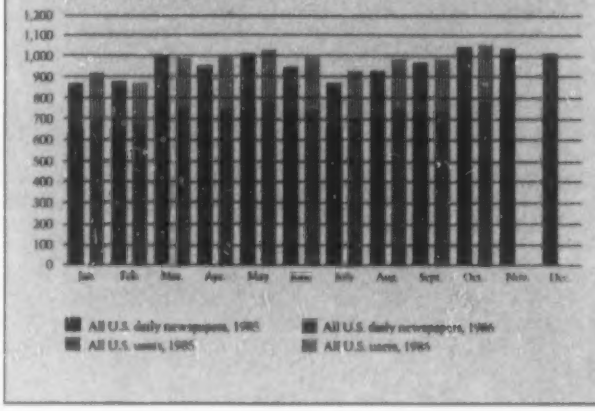
Region	September 1986(r)	September 1985	% Change
Northeast	195,743	174,810	+12.0
North Central	157,628	156,296	+0.9
South	224,699	230,858	-2.7
West	161,411	163,479	-1.3
Circulation size			
up to 25,000	51,627	51,106	+1.0
25,001-100,000	150,339	146,957	+2.3
Over 100,000	537,515	527,380	+1.9
September totals	739,481	725,443	+1.9
Nine-month totals	6,536,040	6,391,746	+2.3

Region	October 1986(p)	October 1985	% Change
Northeast	209,431	189,933	+10.3
North Central	167,516	166,939	+0.3
South	239,532	246,951	-3.0
West	171,915	175,171	-1.9
Circulation size			
up to 25,000	55,810	57,365	-2.7
25,001-100,000	161,995	157,921	+2.6
Over 100,000	570,589	563,768	+1.2
October totals	788,394	779,054	+1.2
Ten-month totals	7,324,434	7,170,800	+2.1

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
August 1986	892,786	38	6
August 1985	987,779	44	6
September 1986	904,331	37(r)	6
September 1985	961,692	41	6
October 1986	900,699	34(p)	6(p)
October 1985	935,382	38	5
Canadian mills			
October 1986	270,208	--	--
October 1985	384,196	--	--
U.S. mills			
October 1986	57,953	--	--
October 1985	73,396	--	--

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. users

	1986	1985	% Change
August totals	997,342(r)	948,887	+5.1(r)
September totals	998,721(r)	985,158	+1.4(r)
October totals	1,064,039(p)	1,051,253	+1.2(p)
Ten-month totals	9,824,551(p)	9,531,071	+3.1(p)

Production

	Canada	U.S.A.	North America
October 1986	808,371	425,740	1,234,111
October 1985	770,479	407,154	1,177,633
Increase	+37,892	+18,586	+56,478
	+4.9%	+4.6%	+4.8%
Ten months 1986	7,724,173	4,251,024	11,975,197
Ten months 1985	7,545,246	4,129,245	11,674,491
Increase	+178,927	+121,779	+300,706
	+2.4%	+2.9%	+2.6%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
October 1986	594,391	102,320	119,045	815,756
October 1985	591,138	96,316	100,413	787,867
Ten months 1986	5,612,248	914,927	1,217,187	7,744,362
Ten months 1985	5,536,407	857,357	1,065,247	7,459,011
Increase	+75,841	+57,570	+151,940	+285,351
	+1.4%	+6.7%	+14.3%	+3.8%
From U.S. mills				
October 1986	403,531	----	32,886	436,417
October 1985	391,704	----	28,315	420,019
Ten months 1986	3,971,369	----	278,197	4,249,566
Ten months 1985	3,887,257	----	227,765	4,115,022
Increase	+84,112	----	+50,432	+134,544
	+2.2%	----	+22.1%	+3.3%
From North American mills				
October 1986	997,922	102,320	151,931	1,252,173
October 1985	982,842	96,316	128,728	1,207,886
Ten months 1986	9,583,617	914,927	1,495,384	11,993,928
Ten months 1985	9,423,664	857,357	1,293,012	11,574,033
Increase	+159,953	+57,570	+202,372	+419,895
	+1.7%	+6.7%	+15.7%	+3.6%

[1]Based on stratified data from newspapers in ANPA statistical sample. figures in this and other tables are in metric tons

[2]Represents stocks of newspapers in ANPA statistical sample
(r) = revised (p) = preliminary

Mills with majority of capacity face contract talks in Canada

Labor contracts will expire at most eastern Canadian newsprint mills this year.

These mills account for more than 8 million metric tons of newsprint—about 80 percent of total Canadian capacity. The majority of the contracts expire April 30.

In the United States, contracts will expire this year at five mills that account for about 25 percent of U.S. capacity.

ANPA's Newsprint and Transportation Department is preparing a detailed list of mills and contract expiration dates. It will be published in a subsequent issue of presstime.

In recent labor developments affecting the newsprint industry:

• A three-year contract was ratified between the United Paperworkers International Union and Kimberly-Clark Corp. at the company's Coosa Pines, Ala., mill. Employees will receive a $1,000 lump-sum increase in the first year and 3-percent increases in the second and third years.

• Negotiations continue between the UPIU and three mills where contracts expired last year: Augusta (Ga.) Newsprint Co., FSC Paper Corp. in Alsip, Ill., and Champion International Corp. in Sheldon, Texas [presstime, Nov. 1986, p. 72].

• An interim agreement was reached between the International Woodworkers of America and the Forest Industrial Relations organization in British Columbia. This action probably will mean an end to the woodworkers' strike that cut off most of the wood supply to MacMillan Bloedel's Port Alberni pulp and newsprint/groundwood complex, causing the mill to curtail production. □

Bidders seek Quebec's Donohue shares

Two companies have submitted bids to buy the 56-percent share of Donohue Inc. owned by the Quebec government through its holding company, Dofor Inc.

The bidders are Normick Perron Inc. and Dogesto Inc., a new company formed by Donohue's management and led by the company's president and chief operating officer, Edward Walsh.

Besides its stake in Donohue, Dofor is selling its 28-percent ownership in Domtar Inc. [presstime, Nov. 1986, p. 72]. □

Financial report of paper companies, first nine months of 1986

Net income (in thousands of dollars)

	1986	1985	% Change
Abitibi-Price Inc.	$ 79,000(a)	$ 70,400	+12.2
Boise Cascade Corp.	69,570	85,290(b)	-18.4
Bowater Inc.	29,514	46,807	-36.9
British Columbia Forest Products Ltd.	34,300(c)	19,600	+75.0
Champion International Corp.	136,290	125,042	+9.0
Consolidated-Bathurst Inc.	18,823(a)	72,997(b)	-74.2
Crown Forest Industries Ltd.	29,800	13,900	+114.4
Domtar Inc.	104,000(b)	79,100(b)	+31.5
Donohue Inc.	16,900	14,300	+18.2
Great Lakes Forest Products Ltd.	13,900	1,800	+672.2
Great Northern Nekoosa Corp.	48,200(b)	35,900(b)	+34.3
Kimberly-Clark Corp.	205,100	213,500	-3.9
MacMillan Bloedel Ltd.	74,200(b)	2,600	+2,754.0
Southwest Forest Industries	(7,888)	(7,321)	--
Weyerhaeuser Co.	180,611	136,538	+32.3

(a) including extraordinary loss
(b) including extraordinary gain
(c) reclassified

Newspaper deliveries could be affected by bus-industry woes

Amalgamated Transit Union workers rejected a proposed two-year contract with Greyhound Lines Inc. calling for $27 million in wage and benefit concessions. A tentative agreement on the plan had been reached in November.

Greyhound's chairman warned that the parent company would sell the bus operation if talks did not result in union concessions [presstime, Nov. 1986, p. 72]. Some newspapers deliver bundles to outlying communities by commercial bus line.

In other bus-service news, Trailways Lines has received permission to discontinue scheduled service in Pennsylvania April 1. California and Ohio public utility commissions denied similar Trailways bids to drop service.

Trailways also has announced plans to eliminate all service in Nebraska and Utah. Similar service-curtailment petitions are pending in other jurisdictions. Trailways already has abandoned much of its interstate service in and through various Western states.

These and other developments come at a time when the Interstate Commerce Commission reports that about 3,763 communities have lost intercity bus service since the bus industry was deregulated in 1982, and about 890 communities have gained service. □

Milwaukee Road sale upheld by court

The 7th U.S. Circuit Court of Appeals in Chicago upheld decisions of the Interstate Commerce Commission and a federal judge under which assets of the bankrupt Milwaukee Road were sold to the Soo Line Railroad.

The court rejected separate pleas by rail labor, CSX Transportation Inc. (formerly Seaboard System Railroad) and investors in the Milwaukee's successor real estate company [presstime, April 1985, p. 43]. □

Longshoremen settle

International Longshoremen Association members approved three-year contracts with the ports of Philadelphia and Wilmington, Del. ILA members had rejected an earlier contract proposal [presstime, Dec. 1986, p. 68]. □

Job fairs, fellowships lead off year's minority hiring efforts

Increasing the number and status of minorities in newspaper jobs will continue to be the focus of major programs in 1987.

Three job fairs for employment in all newspaper departments will be sponsored by the Task Force on Minorities in the Newspaper Business [presstime, Nov. 1986, p. 76]. Responsibility for each of the fairs will be shared by another organization or newspaper.

The schedule is:

- Jan. 15-17 in Louisville, with the American Society of Newspaper Editors
- Feb. 6-7 in Los Angeles, with the California Chicano News Media Association.
- March 19-21 in Washington, D.C., with The Washington Post

The task force, made up of representatives from 31 newspaper-related organizations, cosponsored fairs in Boston and Minneapolis last year.

Meanwhile, ANPA Foundation will be continuing its minority fellowship program geared to increasing skills of minorities already working for newspapers.

The program, which will be in its seventh year, will enable 25 people to attend newspaper-business seminars. Newspaper executives and journalism school administrators may nominate minority candidates they believe have management potential. Or minority employees may initiate applications with the approval of their supervisors.

For seminars to be conducted during the first half of 1987, the deadline for applications is Jan. 20. Selections will be made by Jan. 26. Contact Nancy Osborn of ANPA Foundation at The Newspaper Center in Reston, Va. □

Foundation to move

Gannett Foundation said it will move its headquarters from Rochester to Washington, D.C., within the next two years.

Gannett Co., from which the foundation is legally independent, two years ago moved from Rochester to the close-in Washington suburb of Arlington, Va.

Foundation President Eugene C. Dorsey said the organization will maintain a Rochester office after the relocation. □

Five more p.m. dailies convert to a.m.

Five more newspapers have switched from evening to morning publication or announced plans to do so.

They are:

- The Santa Cruz (Calif.) Sentinel
- The Courier of Conroe, Texas
- The Gary (Ind.) Post-Tribune
- The Bismarck (N.D.) Tribune (to take effect in April)
- The New Haven (Conn.) Register (March 1).

Also since presstime's last roundup of publication schedule changes [Aug. 1986, p. 60], the Evening Independent of St. Petersburg ceased publication and became a section—named City Times and Independent—of the St. Petersburg Times, an a.m. paper.

Another Florida p.m., The News-Chief of Winter Haven, added a morning edition.

In New Haven, when the Register switches to mornings, its sister publication, the morning Journal-Courier, will be abolished. The Register will not entirely desert the p.m. field, however; it will publish an evening street-sales edition. □

Press associations: changes in command

The **Southern Newspaper Publishers Association**, at its annual convention Oct. 5-8 in Boca Raton, Fla., elected the following new officers:

- *President*—Cecil B. Highland Jr., Clarksburg (W.Va.) Publishing Co.
- *President-elect*—Creed C. Black, The Lexington (Ky.) Herald-Leader
- *Treasurer*—Larry D. Franklin, Harte-Hanks Communications Inc., San Antonio.

The **National Society of Newspaper Columnists**, meeting May 30-June 1 in Norfolk, elected these new officers:

- *President*—Richard Des Ruisseaux, The Louisville Times
- *Vice President*—Patricia Kite, P-K Communications, Newark, Calif.
- *Secretary*—Michael Harden, The Columbus (Ohio) Dispatch
- *Treasurer*—Bob Hill, The Courier-Journal and The Louisville Times □

ABC no longer counts number of newspapers, total circulation

The Audit Bureau of Circulations has discontinued its annual statistical roundup of daily and Sunday newspapers in the United States and Canada.

According to Charles O. Bennett, ABC vice president/communications, the annual accounting of the number of newspapers and their total circulation was begun 35 years ago as a service to the industry.

"In more recent times, others have developed annual reviews based on different sources, timing and methods, and resulting in different conclusions," Bennett said. "Hopefully, our decision will help to eliminate this confusion" [presstime, May 1982, p. 56].

Editor & Publisher Year Book compiles statistics on dailies and their circulations, which are cited each year in ANPA's "Facts About Newspapers" booklet. Separately, ANPA annually reports on daily newspaper start-ups, suspensions and mergers [presstime, Feb. 1986, p. 61].

Bennett added that ABC will continue to provide annual recapitulations of the Sept. 30 circulation data for U.S. and Canadian daily and Sunday newspapers that are members of the audit bureau. "These data in the 1985 study represented 70 percent of the total number of U.S. daily newspapers and slightly over 94 percent of the total circulation, and 82 percent of the number of U.S. Sunday newspapers and slightly under 98 percent of the total (Sunday) circulation," he said. □

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Cumberland (Md.) News, daily circulation 14,842, and the Cumberland Evening Times, daily circulation 15,110. Thomson also acquired The Daily Gazette, Sterling, Ill., circulation 14,083.

Newhouse Newspapers of New York City acquired The Times, Trenton, N.J., daily circulation 63,870.

Ingersoll Publications Co. of Princeton, N.J., acquired The Sheboygan (Wis.) Press, circulation 29,440.

Morgan Dickerman III and Margaret Dickerman acquired sole ownership of The Wilson (N.C.) Daily Times, circulation 17,238.

The Alliance (Neb.) Times-Herald acquired The Goodland (Kan.) Daily News, circulation 3,183. □

Wilson, Sulzberger, Cowles, Schermer to be nominated

George W. Wilson, publisher of the Concord (N.H.) Monitor, will be nominated in May to serve as the Association's next chairman and president.

Also to be nominated at the 101st Annual ANPA Convention in New York City are:

- For vice chairman, Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times
- For secretary, William H. Cowles 3rd, president and publisher of The Spokesman-Review and the Spokane Chronicle
- For treasurer, Lloyd G. Schermer, chairman and chief executive officer of Lee Enterprises Inc.

The slate of officer nominees was approved by the Board of Directors during its Dec. 4-5 meeting in New York City. It will be offered at the Convention by the Nominating Committee headed by Richard J.V. Johnson, president of the Houston Chronicle.

Under ANPA's procedures, officers serve one-year terms and follow an annual succession to the chairmanship. Current Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Inc., will remain on the Board for one year and will chair the next Nominating Committee.

George W. Wilson

Arthur Ochs Sulzberger

William H. Cowles 3rd

Lloyd G. Schermer

The Board also approved the intention of the Nominating Committee to place before the membership in May as new ANPA Directors Antonio Luis Ferré, president and publisher of El Nuevo Dia of San Juan, Puerto Rico; and Richard J. Warren, vice president/editor and publisher of the Bangor (Maine) Daily News. Ferre is a member of the Association's Circulation and Readership Committee, and Warren is a member of the Government Affairs Committee and a former member of the Technical Committee.

During the New York City meeting, the Board also adopted a 1987 Association expense budget of $13.3 million to provide continuing work and emphasis on postal matters, training, legal affairs, government relations, technology, telecommunications, human resources and other programs.

Revenue for the year, with *no* change in the dues formula, is expected to be $14.1 million, with the balance over expenses going to contingency and equipment reserves. The expense figure represents an 8.5-percent increase over the 1986 budget; the revenues represent a 10.7-percent increase.

Postal matters, including both second- and third-class issues, will continue to receive priority status in 1987 with some $329,000 earmarked for such work. Presstime will continue monthly at about its current number of editorial pages.

The ANPA staff will increase to 160 with the addition of a chemist, a paralegal and two meetings-management specialists. □

'The Blessings of Liberty' will be Convention theme

ANPA will observe its centennial in the place where all of its Conventions were held until 1975 and where the Association had headquarters until 1972—New York City. The theme of ANPA's 101st Annual Convention May 3-6 will be "The Blessings of Liberty: The Next Hundred Years."

The theme—using words from the preamble to the U.S. Constitution—was the idea of ANPA Chairman and President Alvah H. Chapman Jr.

"It was really Alvah Chapman's idea that it would be appropriate to make this a special Convention, because of both the Constitution's 200th anniversary and ANPA moving into its second hundred years," said David Laventhol, chairman of the Convention Arrangements Committee and president of The Times Mirror Co.

ANPA was founded in 1887 at a meeting of publishers held in Rochester, N.Y.

Opening ceremonies will take place on a Sunday evening, rather than a Monday morning as has been customary, at a vantage point for viewing the century-old Statue of Liberty.

The 5 p.m. ceremonies May 3 will be held at Castle Clinton, a national monument located in Battery Park on the tip of Manhattan. President Reagan has been invited to speak, Laventhol said.

The Convention Arrangements Committee is planning to present other speakers on the subject of "where society is now and where we are going," he added.

Also in keeping with the theme, the committee is developing a multimedia slide presentation that traces, in parallel, the evolution of ANPA, the newspaper business and the U.S. Constitution, for presentation at the Keynote Breakfast Monday morning.

Another highlight of the Convention program will be a seminar on "The Constitution: Balance of Powers 1987," conducted by Columbia University Seminars on Media and Society. It is scheduled for Wednesday morning.

Historically, ANPA conventions in New York City have been held at The Waldorf-Astoria. Although the Waldorf will be the site of most of this Convention's activities, two segments of the pro-

gram have been moved elsewhere for space reasons.

• The Monday Associated Press annual meeting will be at St. Bartholomew's Church, next door to the Waldorf.

• The Tuesday morning General Session and Newspaper Advertising Bureau annual meeting will be at Radio City Music Hall, a 10-minute walk from the hotel. Bus transportation will be available.

This year, two concurrent sessions are scheduled for Monday and Tuesday afternoons, instead of the traditional "topical clinics." Tentative subjects for the sessions are drug testing, the future of retailing, minorities, and "Fashions, Fancies and Finances."

Thomas C. Fichter, ANPA senior vice president, said the Convention "should break all records." The current attendance record, 2,888 registrants, was set the last time the Convention was held in New York City—in 1983. Fichter said "expert centers" again will be available to members during registration.

Convention registration information will be mailed to newspaper executives and others this month. □

Castle Clinton (center) will be site of opening ceremony May 3.

New members

Le Matin

Moncton, New Brunswick (circulation 15,000). Charles D'Amour, publisher. □

The Miami Times

Miami, Fla. (circulation 28,750). Garth C. Reeves, publisher.

The Cameron Herald

Cameron, Texas (circulation 3,672). Frank M. Luecke, publisher.

The Greenwood Commonwealth

Greenwood, Miss. (circulation 8,925). John O. Emmerich, publisher.

ANPA wellness guide mailed to membership

A guide for implementing a wellness/health program was mailed to ANPA-member newspapers in December.

The booklet, prepared by the Environmental Task Force of the ANPA Technical Committee, includes a bibliography and a wellness-program cost analysis based on circulation size and number of employees [pressstime, Sept. 1986, p. 60].

Additional copies of the 12-page booklet, "Wellness: A Guide to a Healthy Newspaper Family," are available to ANPA members for $10 each, and to non-members for $15. Contact Ellen F. Walaski, industrial hygienist, at The Newspaper Center in Reston, Va.

Guides examine technique of research

Information gathering is the subject of two new books: *Uncovering the News: A Journalist's Search for Information* by Lauren Kessler and Duncan McDonald, and *Search Strategies in Mass Communications* by Jean Ward and Kathleen A. Hansen.

Both books address ways researchers can master the mounting and increasingly complex mass of information. Kessler and McDonald, associate professors at the School of Journalism, University of Oregon, take a how-to approach. Ward and Hansen, associate professor and assistant professor, respectively, at the School of Journalism and Mass Communication, University of Minnesota, developed a model upon which they base their information-gathering techniques.

By explaining such informal sources as citizen networks and such formal sources as trade associations, authors of both books suggest ways to find and gather information quickly and efficiently.

Uncovering the News, a 244-page, soft-cover book, is available for $16.25 from Wadsworth Publishing Co., 7625 Empire Drive, Florence, Ky. 41042. *Search Strategies in Mass Communication*, at 276 pages, costs $15.95 (soft-cover) or $34.95 (hard-cover) from Longman Inc., Longman Building, 95 Church St., White Plains, N.Y. 10601.

Third World news has hometown impact

Many U.S. newspapers fail to give Third World events adequate coverage because, among other reasons, it is local news that sells papers, says John Maxwell Hamilton, visiting professor at the Medill School of Journalism, Northwestern University.

But as the interdependence between America and developing countries increases, readers should care about and better understand what is happening in these nations and how it affects them, says Hamilton, a one-time foreign correspondent. He suggests that newspapers tie Third World news to "Main Street" in a way that touches readers personally.

Hamilton's 188-page, soft-cover book, *Main Street America and the Third World*, was part of a Sigma Delta Chi Foundation project. It is available for $9.95 from Seven Locks Press, P.O. Box 27, Cabin John, Md. 20818. □

over-set

'Good morning' edict leads to bad day for Florida judge

A Florida judge who had a reporter hauled off to his chambers and reprimanded for not returning his "good morning" greeting in the hall of the county courthouse has been recommended for a reprimand himself.

Circuit Court Judge E.L. Eastmore Sept. 4 had a bailiff escort Palatka Daily News court reporter Butch Prevatt to his chambers, where he chastised him. Prevatt, who says he was preoccupied with thoughts of a research project when the judge addressed him, subsequently accused Eastmore of illegal detention.

State Attorney Stephen L. Boyles investigated the incident but said prosecution of Eastmore, who has been on the bench for 13 years, was "unwarranted."

However, the Florida Judicial Qualifications Commission Dec. 12 recommended to the state's Supreme Court that Eastmore be reprimanded for violating the Code of Judicial Conduct. It said the use of a bailiff to escort the reporter to chambers was an "overbearing and dictatorial act" on Eastmore's part and a "highly improper" use of his judicial power.

Newspaper numbers

5—number of VHF TV stations cross-owned with local newspapers in the top 10 markets.

7—percentage of U.S. daily newspaper publishers and general managers who are women.

372—average number of dollars paid weekly to beginning reporters working under contracts with The Newspaper Guild as of Oct. 1, 1986.

29—number of elements contained on the newly approved Standard Advertising Invoice.

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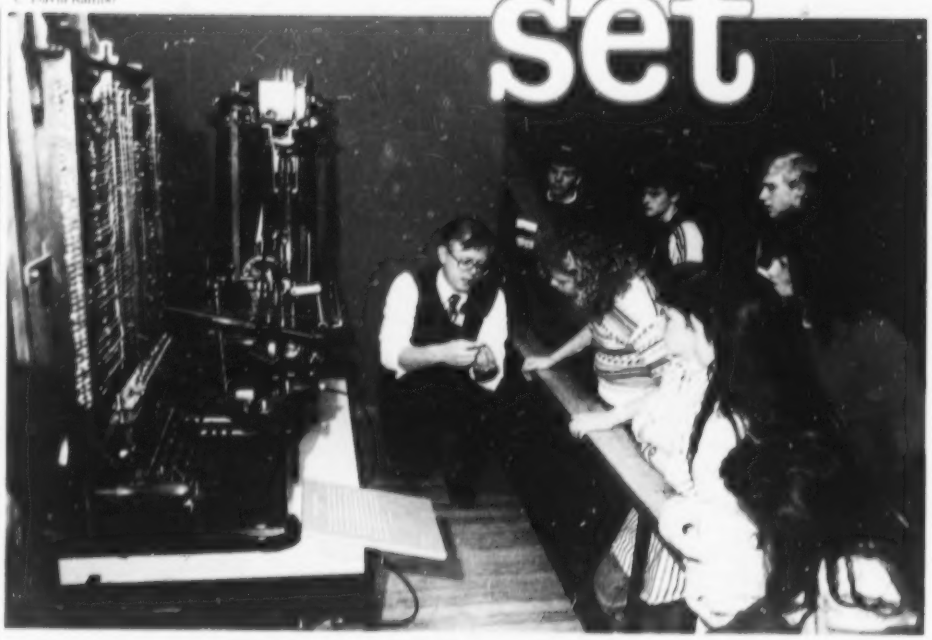


Hot tip: Etoain Shrdlu is alive and well at the Smithsonian

Old newspaper hands who hanker to hear the clatter of a Linotype machine can do so at the Smithsonian Institution in Washington, D.C.

The National Museum of American History houses the only existing example of Ottmar Mergenthaler's original production-line Linotype, the "Blower" model. In working order, and run on request by Museum Specialist R. Stanley Nelson (above, showing a piece of type to a group of schoolchildren), it is on display in the museum's Hall of Printing and Graphic Arts.

Because of the difficulties of sustaining a hot-metal operation in a museum setting, however, the demonstration does not include the actual casting of a line of type.

Late last year, to mark the 1986 centennials of the Linotype and the museum's Graphic Arts Division, the Linotype Group—a division of Allied-Signal Inc.—presented the deed to three historic typesetting machines to the museum.

All three were precursors of the Linotype. The machines had been on loan to the Smithsonian since 1917.

Newspapers can warm readers on a chilly night

Start saving your old newspapers. You're going to need a lot of them if you buy Albert J. Zulkowitz's new invention that makes birch-like fireplace logs out of newsprint. Each log requires the equivalent of about two Sunday editions of The New York Times, he says.

Asked how long it takes to make a log, the 63-year-old Zulkowitz says, "It depends on how old you are. I could make a minimum of 40 logs an hour."

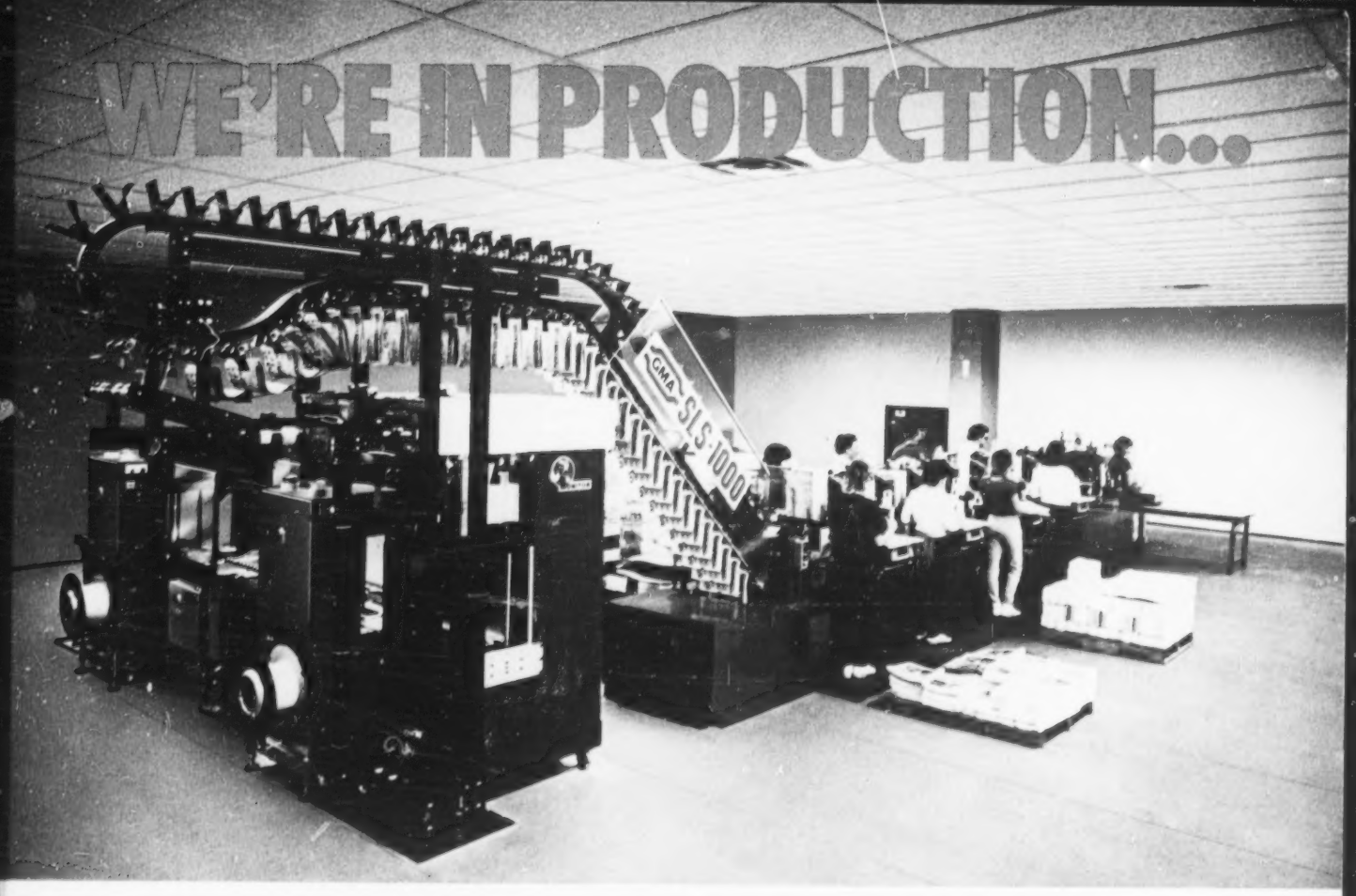
Zulkowitz has been issued a patent for his Eco-Fuel System. Most gadgets for making newspaper logs require that the paper be soaked and dried before burning. Zulkowitz says his is the only dry process that allows the logs to be burned as soon as they are made.

The rolled newspapers are put into an Eco-Logger that produces a log about 4 inches in diameter that burns 40 minutes or more. The logs are bound with a fine paper-covered wire and wrapped in a sheet of fresh newsprint with a birch-bark design. "You can't tell it from a birch log," he says.

The logs produce little residue, so at the end of the fireplace season the user cleans out wire and only a small amount of ashes. The secret of his invention, he says, is to allow enough air to penetrate the log. "We could get rid of tons of newspapers that go into landfills," he says. "You've got to start saving papers all year around."

The retired educator, who lives in Woodmere, Long Island, N.Y., plans to begin marketing his invention nationwide the end of February. Zulkowitz says the cost probably will be about $20.

WE'RE IN PRODUCTION...



Graphic Management's new high-speed SLS-1000 is in production and dramatically improving inserting speeds. In fact, this eight into one system was recently expanded to a **fourteen** into one to satisfy the inserting requirements of the New York Daily News while running three shifts a day at speeds up to 25,000 cph. That's productivity...!

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Quality and commitment: The best in writing.

"I'm sort of the back roads person for the AP," says Special Correspondent Jules Loh. "I have been to every state, not as a tourist but as a reporter, talking to the people. And I'm forever discovering something about this country that I didn't know before."

The Associated Press is a news organization that doesn't have a star system, but Jules Loh stands out. His stories, focused on the everyday lives of Americans, often show the extraordinary side of ordinary people. His well-crafted pieces have been spotlighted in almost every newspaper in the country and have made his name one of AP's most familiar bylines.

Loh is a product of AP. He came up through the bureau system, starting 28 years ago in Louisville, filing the wire. He's spent his career taking on all kinds of news and features assignments, routine and special, to serve the needs of the thousands of member newspapers and broadcasters who own AP.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry — a goal that is a continuing commitment by everyone in AP.

"Quality is not something I specifically think about every time I go to work in the morning," says Loh. "But when you're working with people who have a commitment to excellence and to quality, the quality comes out."

AP Associated Press
Quality. Commitment.

Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty

February 1987

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...per Publishers Association

SPECIAL REPORT

Adult Carriers Gradually Replacing Little Merchants

Jeanne Long
Congressional Inform. Serv.
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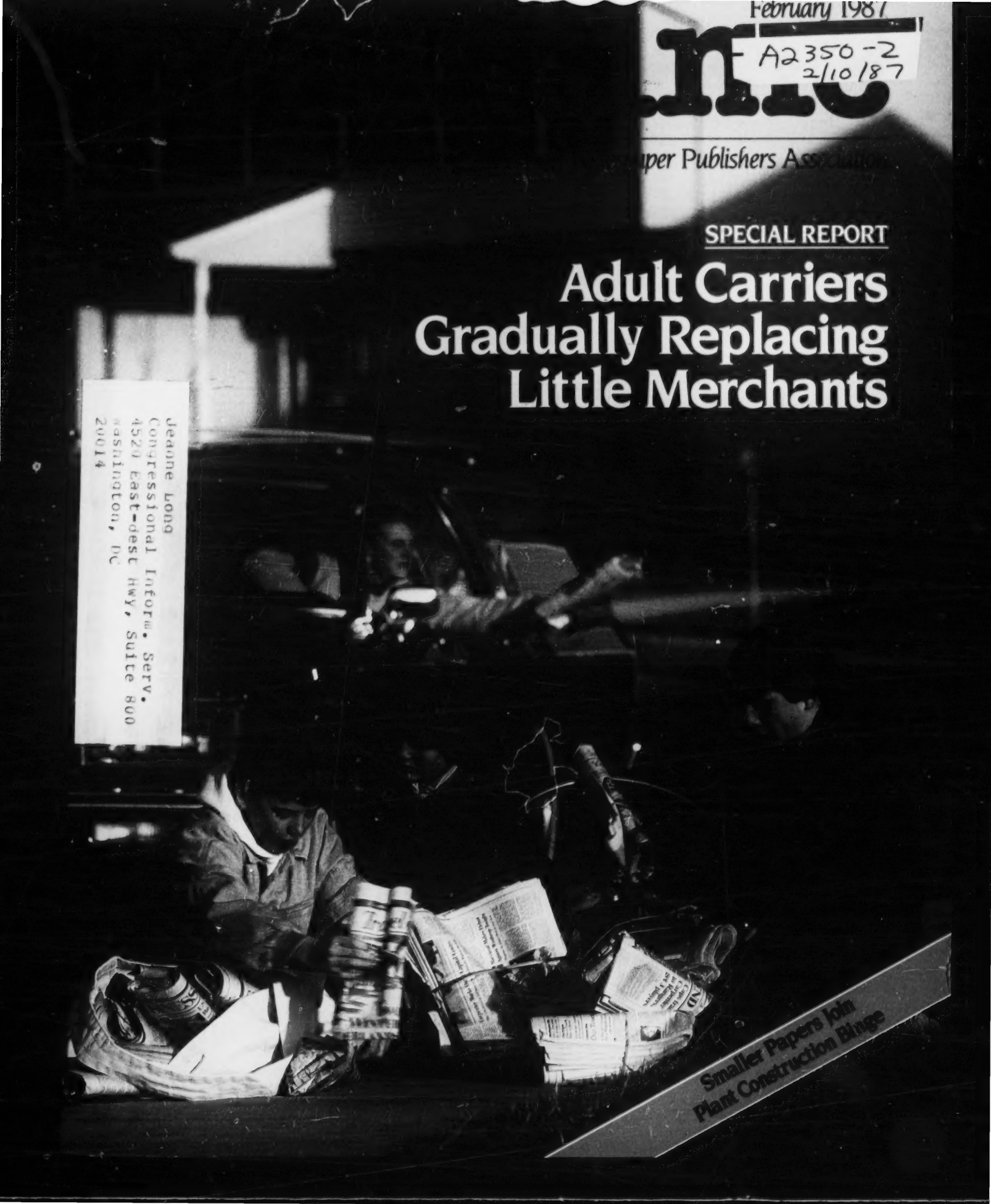
Washington, DC
20014



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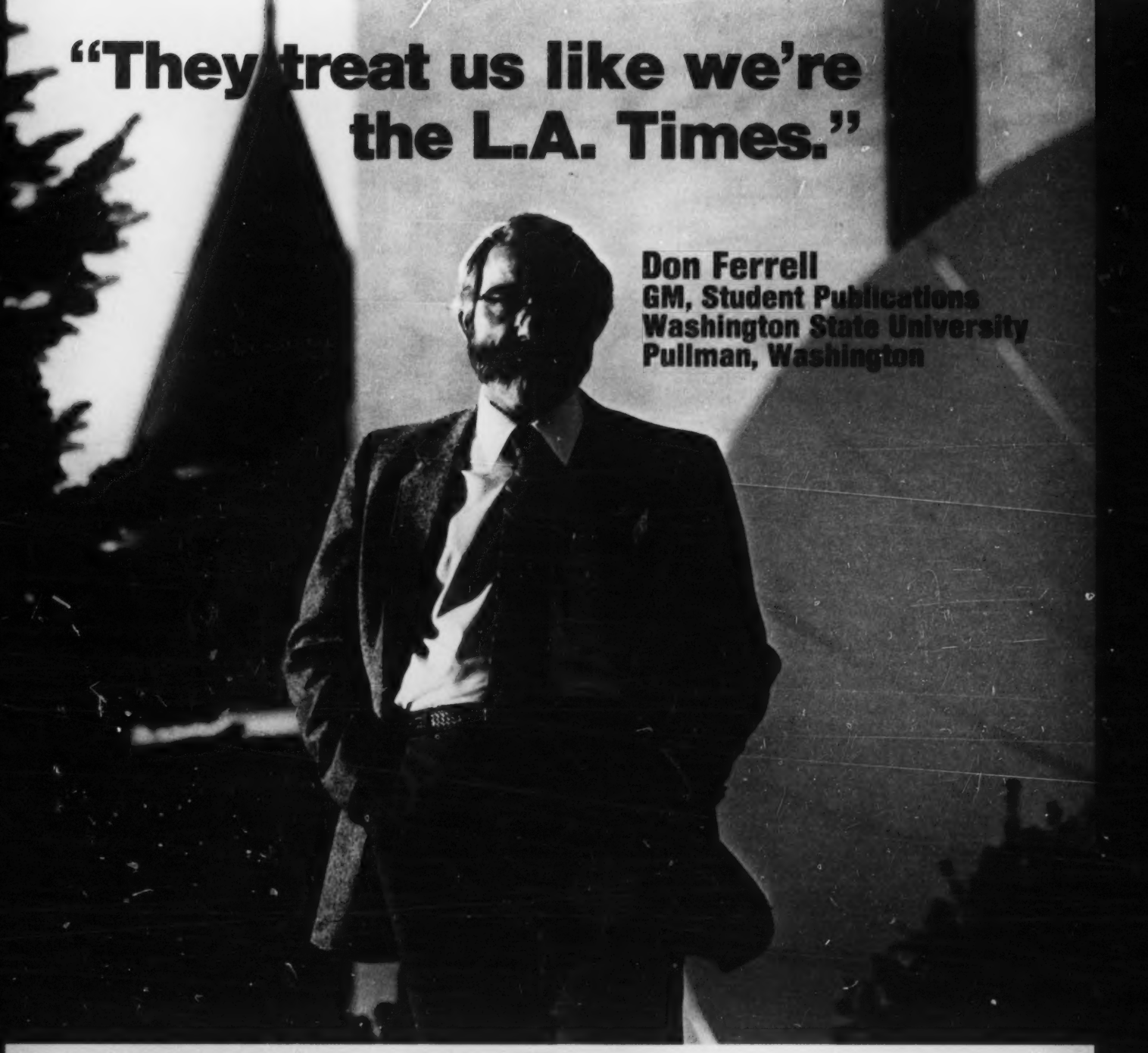

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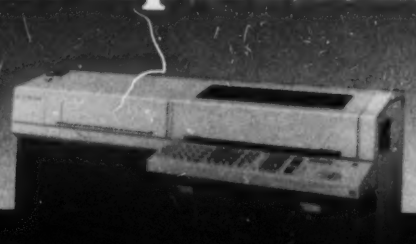

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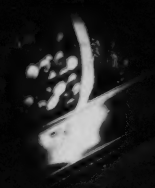

presstime

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Special Report *The million-member army of newspaper carriers is changing—it's no longer a kid's game. Each day, more adults are delivering more papers as the traditional "little merchant" system erodes. The trend toward morning publication—which means predawn deliveries—is a major factor. Many newspapers are also opting for pay-by-mail or pay-by-credit-card. Regardless of these changes and the doomsayers' predictions about print media, however, home delivery is predicted to continue to be a newspaper hallmark far into the future.* **20**

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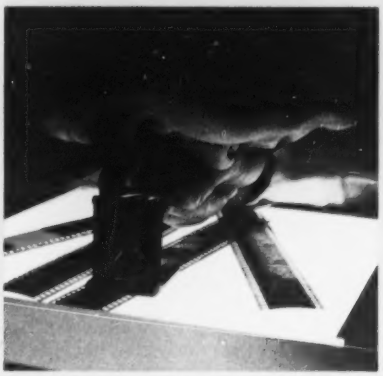

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CHAIRMAN'S CORNER

Newspapers have important place in today's information society

In his 1982 book, *Megatrends*, John Naisbitt brought to the public's attention the concept that the United States has transformed itself from an industrial society to an information society. Today it's appropriate that we newspaper people take a look at our place in that society.

Over the years, we have seen many of our communications companies move from being family-owned, family-managed and largely independent one from the other, to large organizations owned by the public and by institutional shareholders.

In the mid-1960s, the 45 independent companies that now comprise Knight-Ridder were owned by approximately 100 shareholders. Today Knight-Ridder is owned by more than 15,000 shareholders. This is 150-for-1 ownership explosion of just one company in 20 years.

Alvah H. Chapman Jr.

We are not alone. Today there are 14 major publicly held U.S. companies in the newspaper business with tens of thousands of shareholders.

These realities—and the need to remain competitive—have stepped up the pursuit of professionalism in the management of newspapers.

In the early 1960s, most of the newspaper companies in America were privately owned and managed by third- and fourth-generation family members. Professional qualification was sometimes—but not always—part of the job criteria. Now we have better professional training for circulators, marketers and editors, and for the financial managers of our industry. The key jobs today are not going to the children of the owner, but to the best qualified manager, editor or publisher who can be found.

These management improvements have helped increase U.S. daily circulation to some 63 million, and Sunday circulation is at an all-time high of nearly 59 million. Newspapers are read in 75 percent of all U.S. households. Nearly two out of every three American adults read a newspaper on the average day; and more than eight out of every 10 adults read at least one newspaper during the average week.

And let's not forget Canada, where daily circulation exceeds 5.6 million, an all-time high.

Advertisers know these statistics, and they know newspaper advertising works. U.S. dailies are still the largest advertising medium, exceeding the nearest competitor, television, by almost $4.5 billion in 1985. Dailies are also number one in Canada.

Newspaper publishing is a very large business. Only two U.S. manufacturing industries have more plants; only five employ more people.

We have established an impressive record. We have diversified and increased ownership, improved management, held our lead in advertising, maintained circulation, and we have a carrier force of nearly a million that visits more homes each week than does the U.S. Postal Service.

Overall, across the continent, North America's newspapers continue to set records and to serve. We remain a vital force in the highly competitive information society.

Alvah H. Chapman Jr.
ANPA Chairman and President

ANPA

presstime

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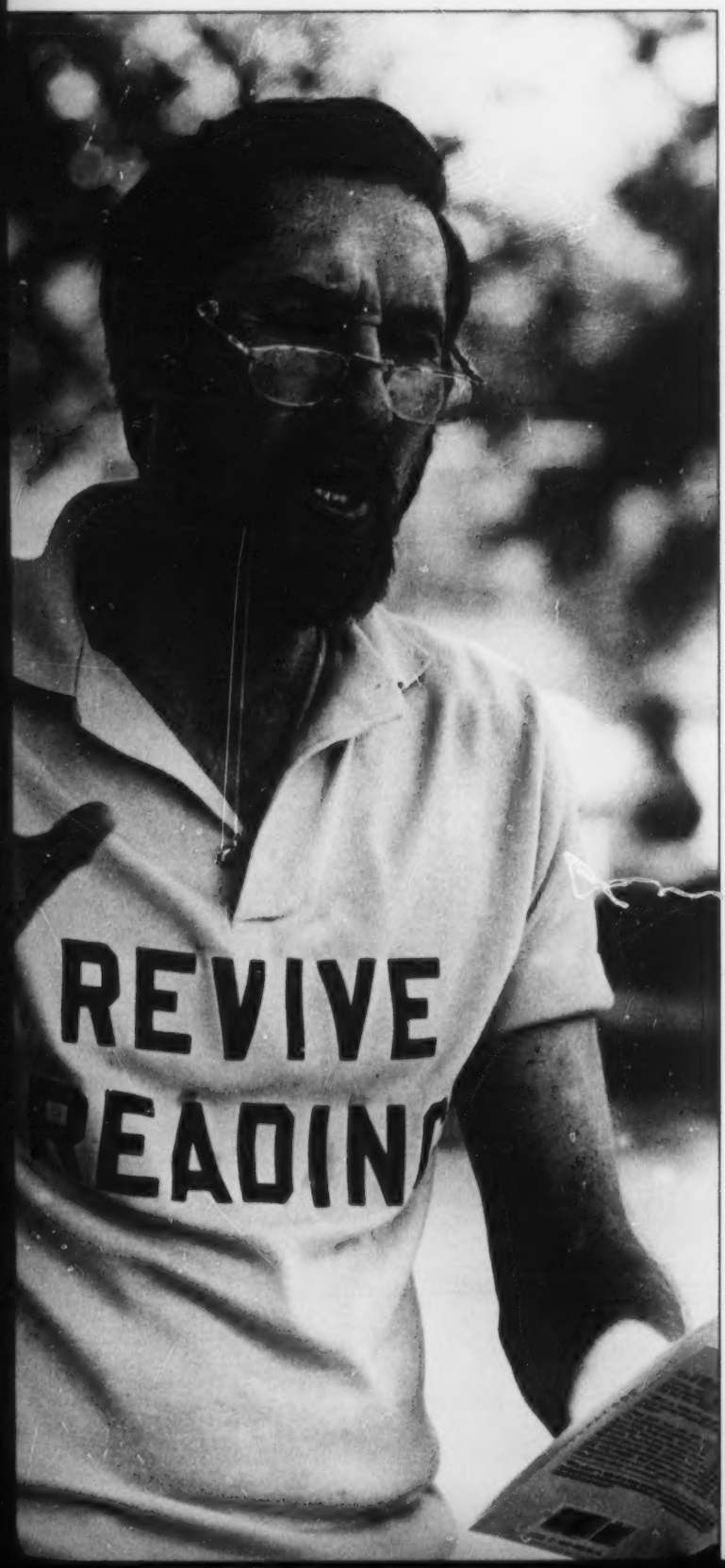
SPREADING THE WORD: A TESTAMENT FROM EL PASO



What can one newspaper do about the problems of illiteracy in its own city, much less the rapidly growing problem in the nation?

The El Paso Herald-Post has launched a crusade.

Working with other community groups, the Herald-Post has declared war on illiteracy. Its campaign includes everything from rallies to entice children and adults with the joys of reading, to programs to help juvenile offenders attain literacy skills. The forces become more powerful with each new community and business ally.

And the crusade is now igniting interest beyond El Paso. The Herald-Post is developing a blueprint for other newspapers to join in the battle. "The time has come," editor Jay Ambrose declared, "to preach the word, the printed word, to celebrate reading and its many rewards; to defend the greatest civilizing force in the history of mankind against the ravages of inadequate education and social neglect."

El Paso Herald-Post Staff Photo by Carolyn Cole

El Paso Community College instructor Leon Blevins takes children on an adventure at a reading rally.

SCRIPPS HOWARD NEWSPAPERS

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How much is a half-page ad?

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Over the last four years of competitively selling against the Yellow Pages, Steve Wasser and Mark Rood of American Consulting Services have developed a marketing program for the newspaper industry which teaches your account executives how to convert overspent Yellow Page dollars into newsprint contracts through a "consultant sell" approach. Released in March this year, their training has proven to be measurable and extremely cost-effective for every size newspaper. If you are a results-oriented, bottom-line manager, call the results people today. Our number is located at the bottom of this page.

References

The Los Angeles Times	CA	Register-Guard (Eugene)	OR
Philadelphia Newspapers Inc.	PA	Everett Herald	WA
Seattle Times/Post Intelligencer	WA	Ogden Standard Examiner	UT
Arizona Republic-Gazette (Phoenix)	AZ	Newspapers of Northern New Jersey	NJ
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Charlotte Observer	NC	Valley Newspapers (Auburn)	WA
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Contra Costa Times (Walnut Creek)	CA	Corvallis Gazette-Times	OR
Bangor Daily News	ME	Port Angeles Daily News	WA
Santa Rosa Press-Democrat	CA	The Daily Astorian (Astoria)	OR
Modesto Bee	CA	Cadillac News	MI
The Daily Oklahoman	OK	Santa Barbara News Press	CA
Bridgeport Post/Telegram	CT	Tri Cities Herald	WA
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BUILDING BOOM

BY ROSALIND C. TRUITT
presstime technical writer

Many newspapers are constructing new plants to keep up with rapid growth or to facilitate new processes in production

With presses running at capacity and mailrooms overrun by inserts, many newspaper companies across North America are expanding buildings, erecting remote or "satellite" plants, or constructing completely new facilities to meet the demand.

In some instances, newspapers are making a long-overdue move to replace outmoded facilities. In others, executives say rapid population and economic growth—and the attendant rise in circulation and advertising demands—have necessitated a construction program.

"Some newspapers are really pressed for space because they've grown so quickly, but in other cases, newspapers delayed making the switch from letterpress and making other changes. Now [that] they're replacing that equipment, they find it necessary to expand or to build a new facility," says Harold S. Hoch, vice president and industrial manager for Chas. T. Main Inc. of Boston, an architectural and design firm.

Whatever the reason for the expansions and new buildings, design firms as well as ANPA's Technical Services Department report a flurry of construction activity in all areas of the country and at publications of all sizes.

For example, Leonard E. Elliott, staff consultant for newspaper facilities, says when he joined The Austin Co., a Cleveland architectural and engineering firm, six years ago, it had a handful of newspaper projects in the works. Currently the company is overseeing more than 30 newspaper projects.

To solve space problems, newspapers are expanding pressrooms, renovating editorial, advertising and other offices, and adding parking lots. However, relief for cramped, overtaxed mailrooms seems to be a universal headache for which a cure is still being sought.

"There's a great deal of expansion going on, and the influx of inserts has focused a lot of attention on the mailroom," says James P. Walsh, an ANPA technical services engineer who reviews building plans for newspapers that request it. "Everybody's complaining they don't have enough space, and they're trying to plan so that they do."

Newspaper executives and architects say that in addition to the mailroom activity there are several noteworthy trends in newspaper design:

- Joining in the construction binge [presstime, June 1983, p. 4] have been an unusually large number of small- to medium-size newspapers. Having outgrown their quarters, they are building larger, more efficient plants.
- The so-called "fast track" mode of construction, in which the design and construction process is speeded up to allow earlier completion of a project, seems to be losing favor. Many newspapers are returning to the old, more methodical approach of slower planning and calling for contractors' bids.
- Many newspapers, after years of urging by designers, are finally projecting far into the future when planning structures. Larger, more flexible building sites are being acquired, and buildings are being constructed with the idea that future expansion is not only possible but likely.

Still, some newspaper executives feel expansion itself should be avoided if at all possible. At the June 1986 ANPA trade show in Atlanta, Harold J. Brown, vice president/operations for the Atlanta Journal and Constitution, counseled workshop attendees not to build a plant unless it was absolutely necessary. He cited the expense and the time executives spend away from regular duties as reasons to avoid construction if at all possible [presstime, June 1986, p. 45].

In many instances, though, new construction is unavoidable. The New York Times Co., for example, in recent years has purchased a number of newspaper properties in need of immediate overhaul

Paddock Publications' new plant features a computerized press console.

The new 57,000-square-foot facility gives Paddock breathing room.

or replacement of various facilities, says Martin Donner, facilities director.

The Times Co. has built either completely new plants or satellite printing facilities for The Gainesville (Fla.) Sun, the Ocala (Fla.) Star-Banner, the Houma (La.) Daily Courier, The Sarasota (Fla.) Herald-Tribune, the Santa Rosa (Calif.) Press-Democrat and several other newspapers in recent years.

"In most of those places, the expansions and improvements couldn't be put off any longer. Presses were old and not performing up to contemporary standards. People were working in horrible . . . conditions," Donner says.

In each case, he observes, the newspaper wants functional buildings first and foremost, but it is also concerned that the buildings be compatible with local architecture. "We want them to look nice, too," Donner says. "We'll spend a few extra bucks for landscaping if it improves the appearance of the building. We want to be good corporate citizens."

MAILROOM WOES. A cramped mailroom is one of the reasons The State (morning, circulation 116,342) and The Columbia (S.C.) Record (evening, 29,398) decided to build a new plant. According to F. Page Morris, vice president of The State-Record Co., the pressroom is inadequate, and, in fact, the entire building is too small.

Then there is the problem with the University of South Carolina Gamecocks, who play their football games—often on Saturday nights to crowds of more than 70,000—in a stadium located practically next door to the newspaper.

Like any newspaper, The State wants complete coverage and on-time delivery for its widely distributed, 150,000- circulation Sunday edition. But delivery trucks seeking to drop off bundles at their destinations must fight heavy stadium traffic for some time after the games end.

The current site and the new one are about a half mile apart, but the new location will provide better access to highways.

Construction of the new plant began last December, and Morris expects the $17-million building will be completed and everything moved into it by the summer of 1988.

According to Morris, after deciding new facilities of some sort would have to be constructed, the newspaper company in 1984 considered a variety of options, including purchasing new presses and making them fit into the present structure, building a satellite plant and leaving the existing offices intact, or abandoning the old building and constructing a completely new one. After considerable deliberation, he said, it was determined a completely new facility was the answer.

Each newspaper's requirements are different, of course. And in a fast-growing suburb of Chicago, Paddock Publications decided a satellite production facility was the answer to its mailroom and pressroom problems. The company, which publishes The Daily Herald (morning, 73,315) of Arlington Heights and a total-market-coverage product, built a $4.5-million production-distribution center that opened last fall.

"In the early 1980s, we became aware our capacity was rapidly being reached. The number of newspapers we had to print on the equipment we had available meant we had to stretch deadlines to accommodate the press run," says Daniel E. Baumann, senior vice president, general manager and editor. "In addition, we had newsprint stored 15 miles from the plant, and inserts were being stored in every nook and cranny we had. We had to do something."

The "something" was the new, 57,000-square-foot Stuart R. Paddock Printing Center. It replaced printing facilities that had been located in downtown Arlington Heights since 1939.

Construction started in April 1985. Last October, the plant began printing weekly sections, and the entire newspaper has been produced there since November.

SMALLER PAPERS. Other mid-size and smaller newspapers also have been forced by rapid growth into plant expansion.

One is the Newhall (Calif.) Signal, a 36,000-circulation thrice-weekly owned by Morris Publishing Co. of Savannah, Ga. A $4.7-million plant that opened last September is the first building the Signal has ever owned. It unites in one place employees who had been scattered in several different sites.

Located in Valencia, just north of the San Fernando Valley, the building houses editorial, advertising and other offices as well as the newspaper's first press. Previously, a commercial printer printed the newspaper.

After talking about it "for years," the newspaper finally decided "to build our own building. The area . . . is just growing tremendously, and the growth made it necessary to expand," says Publisher Anthony Newhall.

In another fast-growing section of California, the Chico Enterprise-Record (evening, 26,361), owned by the Donrey Media Group, is in the process of relocating. Its new 42,000-square-foot plant will include a mailroom four times the size of the old one; a pressroom with a new, seven-unit M.A.N.-Roland offset press; new offices for other departments; and an employee lunchroom. Occupancy will be in April.

"We've done reasonably well publishing a newspaper considering this (existing) building was a feed store at one time and wasn't designed for that purpose," says General Manager David A. Osborne. "But it's nice to have our own building designed just for a newspaper."

To obtain the space it needed, the Enterprise-Record had to leave the central

part of town, as a number of other newspapers have done [presstime, Aug. 1985, p. 29]. "Our one regret is in leaving downtown Chico. It's a very vibrant downtown area and we liked being located there," Osborne says. "We just ran out of land, though, and our new plant about two miles away gives us easy access to downtown."

SLOWING IT DOWN. When growth is fast, newspapers can be faced with the need to replace old facilities more quickly than anticipated.

Even so, many newspaper executives note that it is important to proceed carefully in a building project because mistakes can be costly.

Frequently, people from one newspaper will talk with their counterparts elsewhere about which design firms to retain, and they frequently tour new newspaper facilities in other areas before signing construction contracts.

Paddock Publications' Baumann says he found such visits highly informative. "Every plant we'd visit, we'd get more ideas. Newspapers are very helpful with one another, and I believe it's important for our industry to be that way—taking the time out to show people around and answer questions. Now that our plant is finished, it's our turn to help out."

John Pellegren, founder and president of The Pellegren Corp., is one of the architects who recognizes the trend toward more careful deliberations and the tendency to rely less on the fast-track approach to expansion.

"People are going back to the old-fashioned way of doing things, taking the time to get good competitive bids," Pellegren says. "They're taking it slow because they know it has to last. They're also seeking their architectural firms more closely. They're asking for references, going out to look at what the architects have done in other locations."

The fast track is often taken when it's important to get a facility operating quickly so that additional revenues can be generated right away, architects say. Using that procedure, clearing and grading—and even pouring foundations—are done before the design is completed, and a contractor (or contractors) is decided upon without competitive bidding.

A significant drawback is that a building constructed by the fast-track method usually costs more.

"Newspapers always wait until the last minute to do anything, and we're as guilty of that as anyone else. We'd like to have the building completed sooner," says Morris of The State-Record Co. However, the Columbia newspapers—opting for the more methodical, bid-solicitation procedure—"decided to bite the bullet and give up the few additional months 'fast track' would have saved us."

"We believe each project has to stand on its own, but in Columbia, fast track wasn't the answer. Our presses are old, being used beyond their capacity, and the mailroom is cramped," Morris says. But the newspapers concluded they could live with those problems "a bit longer" and thus "take our time and do the design carefully."

Donner of The New York Times Co. has overseen both fast-track (most recently at the company's daily in Santa Rosa, Calif.) and non-fast-track projects. He says that in addition to the problem of not having a final cost until late in the project, the fast-track method can lead to "too many mistakes."

Not all newspapers have abandoned speeded-up construction schedules, however, and architects say the fast-track option may be desirable particularly if a newspaper finds itself in an emergency situation.

LONG-TERM PLANNING. Of course, long-term planning can prevent that kind of headlong dash into construction, and architects say many newspapers are finally heeding advice to plan for future contingencies. Not doing so can mean a building is inadequate not long after it's occupied.

In California, the Newhall Signal planned for possible future expansion by designing the front portion of its new building so it could support an additional story. The pressroom can also handle an additional press line when needed.

Baumann of The Daily Herald says planners made certain there was plenty of room for expansion on the newspaper's new 4.5-acre site in suburban Chicago, if and when the need arises.

The Morning News and Evening Journal of Wilmington, Del., also are taking the long view as they plan a new building. Michael J. Christopher, assistant production director, says, "Our mailroom is in desperate need of space because we have very little on-site storage, we're in an old building that needs a lot of renovation, our presses are at their capacity. However, we know we can't expand here. We're surrounded by small shops and restaurants, and there's no place to go."

Christopher adds: "We do know that the site we select will need room for almost 100-percent expansion. You're boxing yourself in too much for the future if you don't allow for that." □

There Was

In mid-January, The Capital in Annapolis, Md., opened its new, 80,000-square-foot newspaper publishing plant on the edge of town, a spacious, high-tech facility that emerged from two and a half years of careful planning and a year and a half of construction.

The three-story, $10-million structure replaces the newspaper's former quarters—a cramped building one mile closer to the crowded downtown area of the historic Maryland capital. The newspaper, which dates its beginnings to 1727, had been housed since 1948 in a building that at various times had been a bowling alley and a gas station.

With the new building came an additional $4-million worth of new newspaper equipment, including mailroom inserting machines, a color scanner and a leased five-unit Goss Headliner press with 80-page and four-color capacity.

For Philip Merrill, president and publisher of The Capital (evening, circulation 39,848), the handwriting had been on the wall for several years.

"It was clear we had to build. We should have built a new plant five years ago," Merrill says. "There were too many problems here. We had trouble getting the newspaper printed, and because of afternoon traffic and our location we had trouble getting the paper out and delivered."

Many of the problems stemmed from the success of the newspaper itself. Since the mid 1960s, circulation and the average number of pages per edition have tripled.

Production was hampered by nearly 20-year-old presses that could print a maximum of 48 pages and limited color. In addition, there were severe space limitations everywhere, particularly in the newsroom, pressroom, newsprint storage area and parking lot, where delivery trucks and employees' cars competed for space.

And the delivery trucks' problems were only beginning once they got out of the parking lot. Then they had to negotiate through heavily congested streets to make bundle drops.

So, in early 1983, Richard P. Murchake, the newspaper's production director, began fact-finding trips to other newspapers with new plants, such as the Asbury Park (N.J.) Press.

No Choice in Annapolis: 'It Was Clear We Had to Build'

The next step, in late-1984, was the creation of three committees, each with three members, to guide financing, site selection, and design and construction. Publisher Merrill chaired the finance committee, which included the newspaper's controller and general counsel. Murchake headed the other two committees and was appointed by the publisher to supervise the entire project. Serving with Murchake on the site selection and design and construction committees were the circulation manager and the controller.

From then on, the committees met almost weekly. They reported to Merrill, but Murchake says the publisher followed their recommendations for the most part.

In January 1985, the finance committee determined that the plant would be financed through $10 million in industrial revenue bonds and that in the beginning the new press would be leased with the likelihood of purchase in a few years.

By February 1985, Merrill, Murchake and the other newspaper executives had a good idea of what they wanted in the way of a building. After interviewing a number of architectural firms, they selected Denver Design Associates to prepare the blueprints.

Then it was time to select a site. About half a dozen were considered, Murchake says. All were within a mile or two of the newspaper's former location and all were approximately the same size.

The physical layout of Annapolis has made deliveries tricky for the newspaper. The city is located on the Chesapeake Bay, and two rivers, the Severn and the South, run through the city into the bay. There are two bridges across each river, and they are often clogged with vehicles.

The newspaper executives delayed the decision on the site until federal, state and local highway officials decided where permanent access roads to two major highways would be located.

In mid-1985, after that access had been determined, the final site was selected.

Murchake says the 10-acre plot offers the most convenient access to the highways and the bridges and will best enable the newspaper to meet its goal of completing home deliveries by 5 p.m.

In August 1985, with financing arranged, location selected and building plans ready, general contractor Dalsemer, Catzen and Associates Inc. of Baltimore began site preparation.

Murchake says construction proceeded smoothly, but there were "a lot of little details to keep track of." By keeping track of those details, from the installation of plumbing fixtures to the laying of computer wires, he avoided unpleasant "surprises" during construction, he says.

Construction of the production facilities was completed last September, and the presses and mailroom equipment were up and running by mid-autumn. The editorial, advertising, business-office and other staffs completed their move in mid-January when the rest of the building was finished.

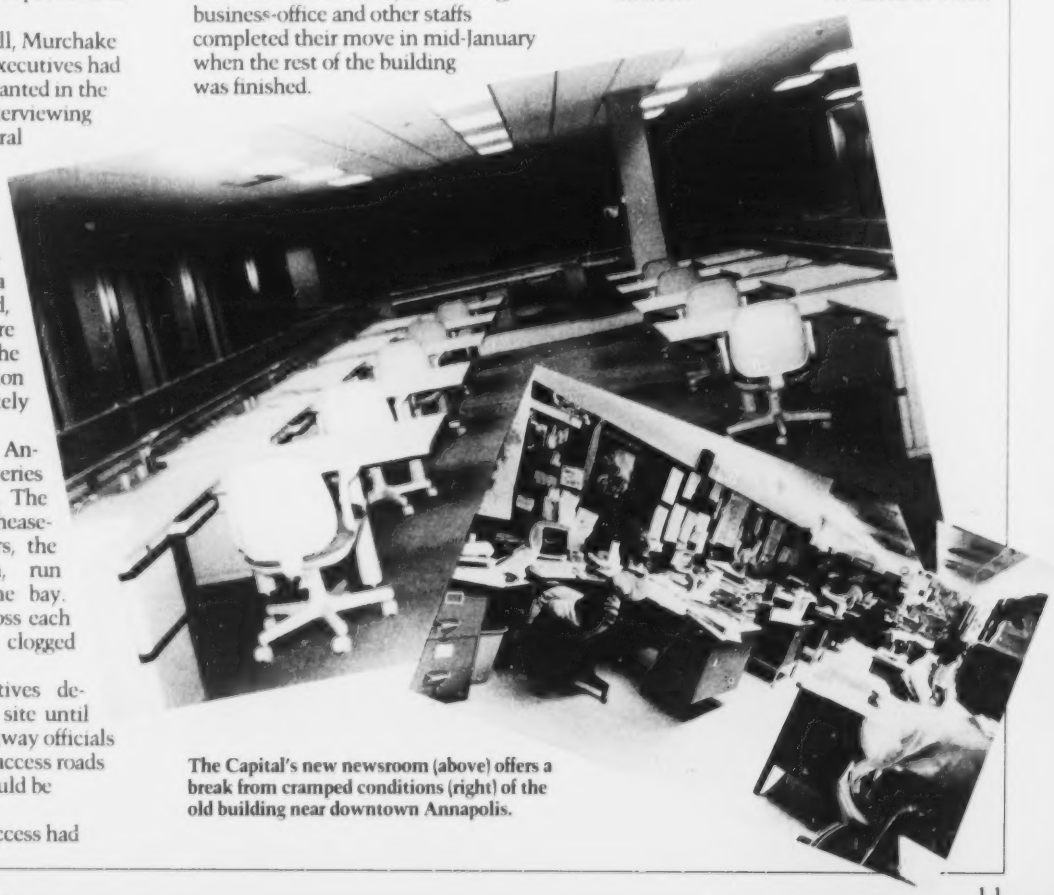
On Jan. 19, The Capital published for the first time with all departments operating in the new building.

It had taken four years from conception to completion, but Merrill, Murchake and their colleagues are pleased with the spacious new building with its high-speed presses, tripled mailroom space, 20,000-square-feet of newsprint storage space, large newsroom and other facilities.

In addition to publishing The Capital, Merrill's company—Capital-Gazette Communications—publishes three Maryland weeklies and one semi-weekly at the Annapolis plant. Much of the color separation and other pre-press work for The Washingtonian and Baltimore magazines, also owned by Capital-Gazette Communications, will be done in the new plant.

The Capital also plans to print more color and is considering a Sunday edition, which was not previously feasible.

—Rosalind C. Truitt



The Capital's new newsroom (above) offers a break from cramped conditions (right) of the old building near downtown Annapolis.

POSITIVELY NEGATIVE

Some newspaper photographers shoot only print film for the option of running either color or black-and-white pictures

BY JAMES M. GODBOLD

On May 12, 1961, Life magazine featured on its cover a sparkling color photograph of astronaut Alan B. Shepard. He was being hauled aboard a helicopter after splashing down from the first U.S. manned space flight.

The photograph had been shot with Ektachrome, a slide film. However, the film was developed as a negative rather than a positive slide by eliminating one phase of the slide development process. From the original negative, transparencies and black-and-white and color prints were made. Most newspapers serviced by the Associated Press and United Press International used black-and-white photos made from the color negatives.

Thus the color negative came to be widely known as "universal pan," meaning that any use was possible. Not only could it yield color pictures, it also could be used to make black-and-white prints.

During the 1950s and '60s, Ektachrome often was developed to a negative image because there were no negative color films available that would deliver usable quality.

Most publications using color had no pre-press scanners for transparencies, or if they did, the units were at best experimental. Consequently, the only way color could be reproduced on a printing press was by taking a color print and making a series of metal photoengravings for the process colors magenta (red), cyan (blue) and yellow.

Use of scanners for making color separations did not catch on at newspapers until the early 1970s. The advent of such machines, coupled with the subsequent sharp rise in newspaper color, led to reproduction directly from transparencies.

While many newspapers still shoot only slides, a growing number appear to be using color-negative film, according to an informal survey for presstime.

Negatives give newspapers the option of running a picture in color or black-and-white. Black-and-white prints made from a color negative usually are vastly superior and less time-consuming than prints made from color slides.

One proponent of the shift to negatives is Harold G. Buell, assistant general manager for newsphotos of AP, which in January converted to negatives exclusively. "We want every photograph which we transmit to be available in color to any customer that asks for it," Buell says.

Accordingly, most AP photos still will be transmitted in black-and-white form. But AP members now can get any AP picture also in color.

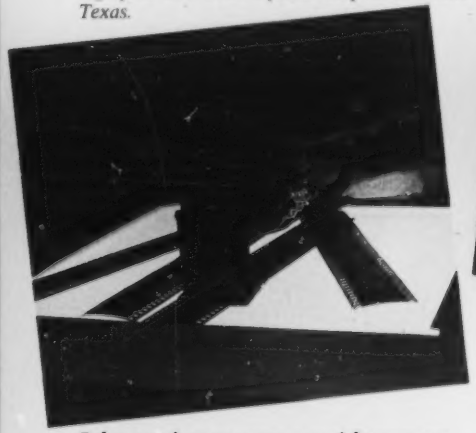
Among other converts to color negatives are Tony Spina, special assistant to the managing editor of the Detroit Free Press, and George L. Honeycutt, director of photography of the Houston Chronicle. They say negatives, in effect, shift color quality control from the back shop—the scanning process—to the photographer's darkroom.

In color-negative work, as in black-and-white photography, there is considerable latitude for manipulation in the enlarging process. Prints can be dodged, burned, color-corrected and otherwise improved. In contrast, adjustments to positive-film pictures must be done in the process of making color separations. For some newspapers lacking the most up-to-date scanning equipment, improvements are made more easily when enlarging a negative in the lab.

POSITIVE SIDE. Despite the plaudits of Buell, Spina, Honeycutt and others, the majority of newspapers still are very positive on the merits of transparencies, especially regarding quality.

Ron Mann, photo editor of The Orange County Register in Santa Ana, Calif., insists that because of their diverse client needs, "the wire services are the only people with a legitimate reason for using negative color." The Register has

Godbold is former director of photography for the Minneapolis Star and Tribune and for National Geographic magazine and a former publisher of community newspapers near Chicago and Houston. He currently is a free-lance photographer and owns a photo shop in Tomball, Texas.



Color negatives are a common sight on many newspapers' light tables (above); prints can be enlarged to size and gang-separated (right).

conducted quality tests and believes transparencies still yield better color.

The Register shoots mainly the Japanese-produced Fujichrome film with speed ratings of ASA 50 and 100—considered relatively slow in this era of 1,000 and 1,600 ASA. Many other newspapers also have reported using Fuji film—as opposed to that of newspapers' old standby, Kodak—for transparency work [presstime, March 1986, p. 10]. When shooting negatives, however, photo managers say Kodak's Kodacolor is the choice over Fujicolor.

George E. Sweers, assistant managing editor and director of news illustrations of the St. Petersburg Times, also favors slides, although he agrees negatives have some pluses including time savings, especially when processing multiple photographs on a tight deadline. In such instances, color prints can be made to size in the darkroom and "gang separated."

Some newspapers use different films and different processes, depending on the shooting situation. For example, Geary G. Broadnax, assistant photo editor of The Houston Post, says his photographers use all slide film for general photography but under some lighting conditions (such as Houston's Astrodome) use negatives. Negative color is easier to correct to a proper color balance, he says.

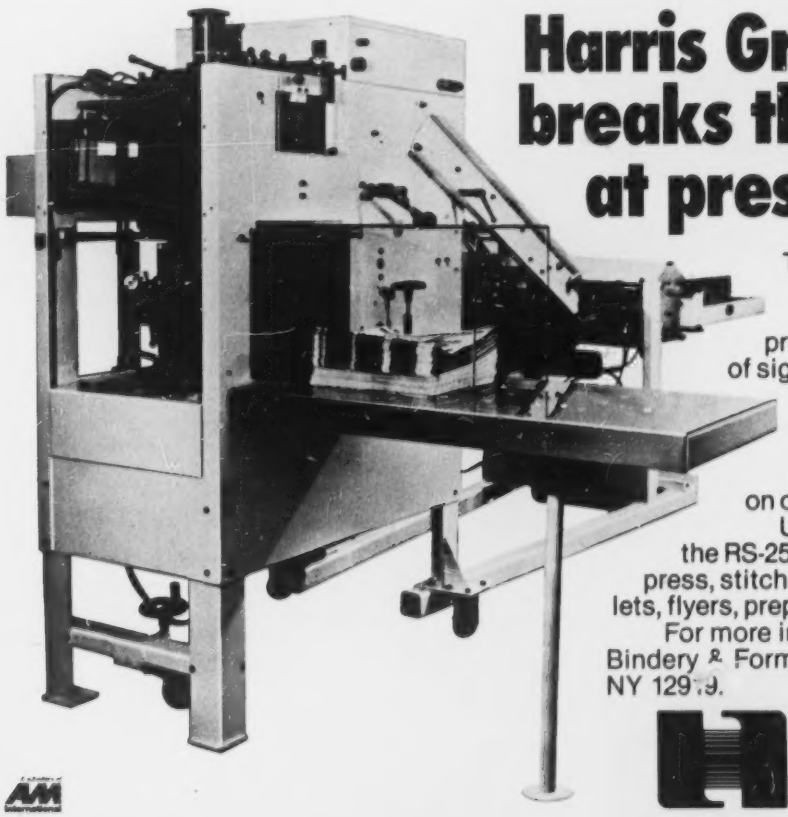
If there is any question whether a newspaper will end up running a shot in color or black-and-white, use color negative film. It eliminates getting "burned."

Other papers say they prefer to deal only with slides because color-negative film requires having a darkroom technician who can make color prints. They say they would rather hire another photographer than another technician.

Carl Davaz, photo editor of the Eugene (Ore.) Register-Guard, says he has the best of both worlds. "Although we are 99-percent chrome (slides, when shooting color), we can scan direct from a color negative with results equal to" a transparency, he says. The Register-Guard shoots transparency film exclusively but occasionally receives color negatives from outside sources.

Regardless of the technique, one point is apparent in the overall negative-versus-positive color picture: Electronics and printing equipment have a big impact on final quality.

Moreover, there seems to be a consensus among newspaper photo experts—one that accentuates the negative. If there is any question whether a newspaper will end up running a shot in color or black-and-white, use color negative film. It eliminates getting "burned" if a change in editorial plans demands color art and only black-and-white shots are available. □



Harris Graphics RS-25 breaks the bottleneck at press delivery.

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HARRIS GRAPHICS

GAMBLING ADS

Prohibitions on newspapers' running advertising for bingo and other 'lottery' events put them behind the 8-ball

BY MARGARET GENOVESE
presstime staff writer

The Albert Lea (Minn.) Tribune does not run ads for state-licensed bingo games conducted by local charities. Nor does it contain advertisements for the state-conducted Iowa Lottery, although the community is a scant eight miles from the Iowa border.

The 9,018-circulation daily refuses such ads *not* because its Publisher Donald F. Jones has any qualms about promoting gambling. On the contrary, Jones would like to accept the ads.

It refuses them because 20 percent of the paper's circulation is mail-delivered, and it would be illegal to put newspapers containing these advertisements in the mail.

Publishers in other locations around the country have run up against similar legal roadblocks. The barriers are built primarily of federal laws restricting the advertising of a "lottery"—a term covering everything from church bingo to state lotteries to casino gambling. (However, it does not include parimutuel horse race wagering, because horse race handicapping is considered a "skill" and not a game of chance, according to an official of the Harness Tracks of America.)

Depending on the state and the types of lotteries legal there, the restrictions can cost newspapers a "substantial amount of revenue," according to René P. Milam, ANPA counsel.

Other newspaper observers say they also cause community relations problems for newspapers when they have to turn down ads from local charitable groups. They affect smaller newspapers more than larger ones. And, because some newspapers run the lottery ads despite the law, they even set newspaper against newspaper.

But, "primarily, it's a First Amendment issue," says Milam. It is the same issue that makes newspapers fight bans on cigarette and liquor advertising—that what is legal to sell or do should be legal to advertise.

"It seems to me that the newspaper reader is entitled to information about these legitimate local activities and to make up his own mind whether he wants to participate," says attorney P. Cameron DeVore of Seattle, an expert on commercial free speech. "So the classic First Amendment argument about not taking a paternalistic view, and providing more information so that free speech will permit free decision-making, applies."

Minnesota Publisher Jones cannot run ads from this American Legion bingo game.

In Minnesota, Publisher Jones insists on his newspaper's strict adherence to the law, although he considers the law "unfair" and observes that another newspaper in the area carries bingo ads, seemingly in violation of the law. "I do not run around the country breaking the law" even though the law appears to be "ridiculous," he says.

The restrictions can cost newspapers a "substantial amount of revenue."

Through the Minnesota Newspaper Association, Jones and other publishers in that state have gone to federal court seeking a declaration that the sections of the federal laws prohibiting mailing of lottery ads are unconstitutional. A similar challenge is being made by Aimes Publications Inc. of Buffalo, N.Y., whose magazine, Lottery & Gaming Review, was denied a second-class mail permit because it carries lottery advertisements.

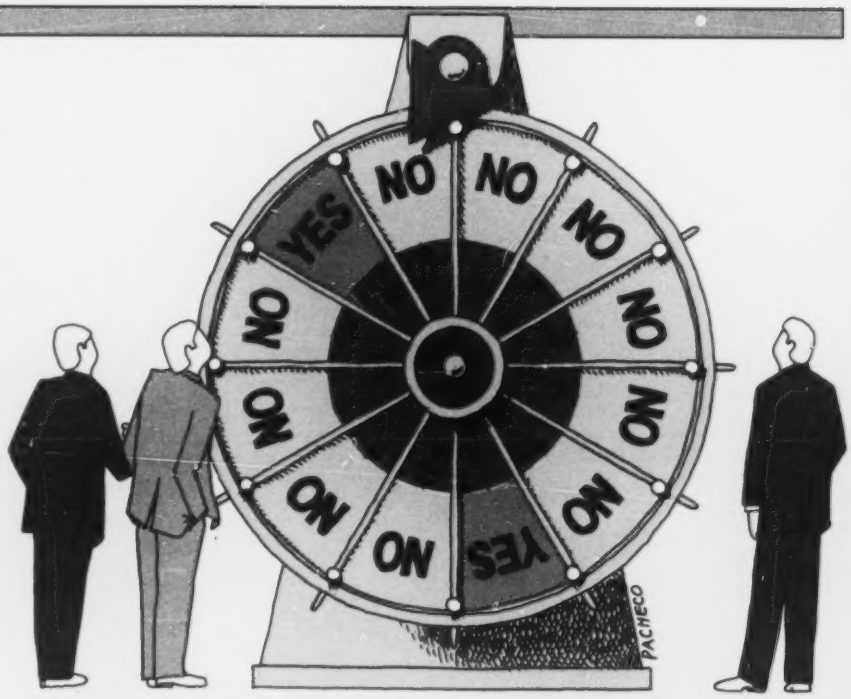
The attorney for MNA believes that the chance of the newspapers' prevailing in court, once better than even money, now is a long shot.

The reason is a 5-4 decision rendered by the U.S. Supreme Court last July in *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico.* That decision upheld the constitutionality of Puerto Rican law prohibiting casino gambling advertising aimed at residents of the island [presstime, Aug. 1986, p. 34].

The Puerto Rico Legislature "surely could have prohibited casino gambling by the residents of Puerto Rico altogether," wrote Justice William H. Rehnquist, now chief justice of the United States, in the majority opinion. "In our view, the greater power to completely ban casino gambling necessarily includes the lesser power to ban advertising of casino gambling. . . ."

Before *Posadas*, the odds were "probably 60-40" in favor of the Minnesota newspapers' winning their case, says MNA attorney Mark R. Anfinson of Minneapolis. "It wasn't a laid-down hand," says Anfinson. "But we had some strong legal arguments."

Although he is not as pessimistic as he was immediately after the court issued its *Posadas* ruling, Anfinson now puts the odds at only about 25-75 in the newspapers' favor.



Some experts say newspapers have a long-shot chance of getting federal laws in question overturned.

An attempt also will be made in this session of Congress to repeal the federal statutes restricting lottery advertising, although newspapers have not come up a winner in similar previous efforts. U.S. Rep. Barney Frank (D-Mass.) says he is "hopeful" he will be able to garner sufficient support for his legislation to allow advertising for state-authorized and regulated lotteries, but "some people are nervous about the opposition of anti-gambling groups—that has been the problem in the past."

RESTRICTIONS. The primary restrictions on gambling advertising are found in the federal criminal code. Under federal law, except for state-run lotteries, it is a crime, punishable by a fine of up to $1,000 and one or two years in jail, to:

- Import into the United States or carry in interstate commerce "any advertisement of" any "lottery, gift enterprise, or similar scheme"
- Put into the mail "any newspaper, circular, pamphlet, or publication of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance"
- Broadcast "any information of or information concerning any lottery, gift enterprise, or similar scheme."

In addition, there are some limits on the advertising of state-run lotteries, although the law was liberalized in that area for newspapers in 1975 and for broadcasters a year later. It is still permissible to advertise only in the state holding the lottery and in adjacent states with their own lotteries. The latter provision is the reason newspapers in Minnesota, a state without a lottery, cannot mail newspapers advertising the one in Iowa.

In addition to the criminal code restrictions, a section of the postal statutes also declares lottery advertisements "unmailable."

The laws are "not properly understood," says Robert J. Brinkmann, general counsel of the National Newspaper Association, an organization made up primarily of smaller dailies and weekly newspapers. "Most people think you can't put a lottery ad in a newspaper that's mailed but it's all right if carrier-delivered. That's not necessarily true," he says, pointing to the section barring interstate commerce in lottery advertising. "I would think an awful lot of (newspaper) distribution systems might be in interstate commerce," he says.

Brinkmann believes the laws are violated "all the time," principally out of ignorance. For example, advertising executives at some papers in New Jersey and Nevada, both states with legalized casino gambling, were unaware of the laws when questioned by presstime.

Because the main arm of enforcement of these laws is the local postmaster, newspapers with a large number of mailed copies and located in communities with charitable bingo games are the ones most likely to be informed about these laws, newspaper association lawyers say.

Although the same laws also prohibit placing a list of prizes awarded by lotteries in the mail or interstate commerce, which would seem to restrict news reporting on lotteries, Minnesota Newspaper Association attorney Anfinson says a 1969 federal court decision in New York made it clear that news stories are protected by the First Amendment and cannot be banned.

In addition to the federal laws, there is a patchwork quilt of state restrictions on gambling advertising.

For instance, in Puerto Rico, New Jersey and Nevada, where casino gambling is legal, there are a variety of restrictions:

- In addition to barring advertising aimed at residents of the island, Puerto Rico also requires casinos to submit to gambling regulators for "prior editing and approval" any advertising directed toward tourists.
- New Jersey prohibits casinos from advertising information about odds, the number of table games or the size of the casino.
- In Nevada, regulations adopted by the Nevada Gaming Commission authorize it to act against a casino for "failure to conduct advertising and public relations activities in accordance with decency, dignity, good taste, honesty and inoffensiveness."

States that permit charitable gambling also may have restrictions. "You have as many different types of regulations as there are jurisdictions," says John E. Jacobson, executive director of the National Association of Fundraising Ticket Manufacturers, which represents manufacturers of such things as bingo cards and other gambling paraphernalia.

Jacobson formerly was in charge of regulating charitable gaming in North Dakota. That state restricts the amount of gambling proceeds that may be used for advertising. The expenditures must come out of the 40-55 percent of the proceeds set aside for "expenses." They may not come out of the percentage of the proceeds earmarked for charity.

In Michigan, on the other hand, there is no restriction on the use of gambling pro-

Brinkmann believes the laws are violated "all the time," principally out of ignorance.

ceeds for advertising. But the state imposes a long list of size and content restrictions, including limiting newspaper advertising about bingo games to one column wide by one inch high, type no larger than 10 point, copy consisting of no more than seven lines, and only one ad per publication.

OVER THE YEARS. The federal laws barring the interstate transportation, importation and mailing of lottery advertising were originally enacted to try to stem the spread of several legal, but unregulated, lotteries. The leading one was the Louisiana Lottery.

According to I. Nelson Rose, professor of law at Whittier Colllege and an expert in gambling law, the Louisiana Lottery was one of the largest gambling operations ever. "There is a question as to whether it was corrupt or not; it certainly was out of control," he says.

The Louisiana Lottery was part of a second wave of legal gambling to hit the United States, according to Rose. It occurred after the Civil War. The first wave swept the nation during the Revolutionary War period.

The third wave, in which the nation is now engulfed, started with a "mini-wave" during the Depression, adds Rose. It was in this period that Nevada, for example, legalized casino gambling. The wave gained force in 1964 when the first state-operated lottery began in New Hampshire.

According to the National Association of State Lotteries, 22 states and the District of Columbia now conduct lotteries. Another five states approved lotteries in the November elections, but have yet to put them into operation.

A total of 47 jurisdictions have legalized bingo, according to Gaming & Wagering Business magazine.

This growth in gaming activity and acceptance has caused the newspaper business to question the current pattern of restrictions. In 1984 congressional testimony in support of legislation to ease lottery advertising restrictions, ANPA and NNA asked: "Is it not time for Congress to decide that what may have been appropriate for 1890 and the following decades is no longer appropriate in the 1980s?"

The organizations also contended that the laws discriminate against smaller newspapers. Larger newspapers are primarily carrier-delivered and can afford to do a separate press run for copies mailed or carried out of state; smaller newspapers, which tend to rely more heavily on the U.S. Postal Service for delivery, cannot, they said.

The Akron Beacon Journal, for example, groups its bingo ads on one page and replates the page with a house ad for the approximately 600 copies it places in the mail. William B. Aylward, assistant circulation manager, complains that this is expensive and causes delays in getting the regular edition on the street. Aylward, chairman of the Postal Committee of the International Circulation Managers Association, says the federal laws are "preposterous" and should be changed.

CHANGES, CHALLENGES. The challenge to lottery advertising restrictions has had some limited success. In 1984, for example, Kentucky's attorney general issued an opinion that the state's prohibition against publication of "any matter, announcement or statement in anywise concerning any lottery, drawing or scheme of chance" was unconstitutional. The assistant attorney general said the statute has a "chilling effect on a publisher's First Amendment right to free speech."

The Minnesota Newspaper Association and Aimes Publications are hoping for similar results in their court challenges.

In addition to their First Amendment claims, they also raise a discrimination issue, charging that the Postal Service has not enforced the law uniformly. MNA Manager Linda I. Falkman calls the USPS denial of that allegation "nonsense."

"We've got documented cases where a newspaper runs a bingo ad (and) they get a letter that says, 'You stop it, or you could go to jail,'" she says. "In other towns they can run bingo ads all the time and their postmaster doesn't say a thing."

Some Minnesota newspaper publishers have gotten "so mad" at this situation that they have turned in neighboring newspapers to the postal authorities, she says. "It's turning publisher against publisher."

The resolution of the case "will come down to whether or not the court believes the statutes are, in fact, unconstitutional under the First Amendment as we have claimed and whether they have been applied in a discriminatory and arbitrary fashion," says Falkman. □

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Special Report

MORE ADULTS JOIN THE RANKS OF CARRIERS

BY GENE GOETZ
presstime staff writer

Although 'little merchants' still deliver more than half of all newspapers sold, increasing numbers are delivered by adults. Societal and newspaper changes are behind the switch.

M. C. Valada

A 1986 ICMA survey found nearly three-quarters of newspapers used little merchants.

It seems in retrospect like a simpler, more innocent time back when the grocer, the iceman, the milkman and the paper boy all delivered their goods to the home. Of these, only the paper carrier still faithfully delivers.

But the newspaper carrier force is changing.

At one time, nearly all newspapers were delivered by youths—either by home delivery or hawked on the street. Today, single-copy sales from racks or newsstands account for about 20 percent of all sales. Adults make up about 15 percent of the carrier force, but the average number of copies delivered by each adult is considerably greater than the average for each youth carrier. Altogether, kids today distribute little more than half of all daily newspapers, circulation experts say.

And the trend is growing: The much-revered "little merchant" system is eroding.

Although children remain the majority of deliverers, some newspaper executives see the day coming when the typical deliverer is not the 12-year-old kid dropping the paper on the doorstep but the middle-aged person flinging it from a car or stuffing it into a delivery tube.

The adult may be an independent contractor, an employee of the newspaper or a hybrid known as a delivery agent, but there are more of them delivering newspapers every day.

An ANPA task force concluded after five months of study last year that the little-merchant system is indeed faltering, but it said newspapers should not be prepared to administer the last rites any time soon. According to the task force, youth carriers will remain, along with adults, part of the "optimum" distribution system in the business.

The changing composition of the delivery force has come about because of societal changes in lifestyles, demographics and population, and because of changes in the newspaper business itself.

The percentage of households subscribing to the newspaper has decreased, in part because of the changing nature of households that now consist of more transient, single persons—a group of generally lower newspaper readership. This decline in household penetration has the effect of spreading out delivery routes over a larger geographical area. Meantime, suburbanization has created housing areas that are less concentrated and less accessible by foot or bicycle.

In addition, rising affluence has rendered the job of delivering the paper less of a plum in the eyes of many young people. And in some locations there seem to be fewer youngsters than there are jobs available—newspaper or otherwise.

And with the shift to morning publication by many U.S. and Canadian dailies has come a growing problem of convincing kids it is worthwhile to get up before dawn to deliver the paper—and of convincing parents it is safe for their children to do so.

Says circulation consultant Cyrus H. Favor: "The affluence of society is such that kids don't want to work. He turns his nose up at $25 a week delivering papers. He can make more as a caddy or mowing grass. So we've got problems. The prices charged for newspapers are not adequate to pay the youth a good wage. I begin to wonder how many decades we are going to be able to afford home delivery."

At the beginning of this decade, 93.7 percent of daily newspapers in the United States and Canada used the little-merchant system, according to a survey by the University of Missouri School of Journalism. A 1986 survey by the International Circulation Managers Association found that 72.8 percent of 681 responding newspapers used little merchants—a decrease of 22.3 percent. Both studies were coordinated by Joseph B. Forsee, who was associate professor of journalism at Missouri and is now general manager of ICMA.

The 1980 Missouri study also found that 68.2 percent of the newspapers were using adult carriers—signifying that a majority of newspapers deploy a combination of adults and kids in their delivery forces. In its study last year, ICMA found that the number of newspapers using adults exceeded 72 percent.

According to the Missouri study, there were 1,013,819 daily newspaper carriers in the United States and Canada in 1980, of which about 91 percent were youths. Forsee estimates that the number has dropped to 85 percent today. That would mean about 60,000 fewer kids are delivering U.S. and Canadian dailies now than were doing so at the beginning of the decade. The trend toward adults seems most pronounced in, but is not limited to, metropolitan areas.

Some circulation managers in smaller communities say they haven't noticed the change and still rely entirely on youth

"Crime being what it is, you can't get the young people. Parents aren't going to let their kids get up at 5 o'clock and let them go out on a newspaper route."

carriers. But among circulation executives in larger communities, the trend is clear, even if it's unwelcomed.

"There is a big upswing to adults," says David W. Perona, vice president/circulation director of The Buffalo News (all-day, circulation 317,651), who still believes "the little-merchant system is worth preserving."

"It's a shame," says Henry Stevens, circulation director of the Tallahassee Democrat (morning, 54,126), who nevertheless agrees that more and more carrier jobs are being filled by adults. "I hate to see the little merchants plan go," he says. "It's excellent training (for kids to have a paper route), to meet the public, to manage their own business, to take care of money, to learn how to pay a bill."

But adult carriers also have their patrons. Patrick L. Marlton, circulation director of The Oregonian (all-day, 317,162) in Portland, says: "When we went to adult carriers, we eliminated all our service problems. Now we get one complaint for 2,000 customers. That's because you have adults, and when you have them, you cut down on turnover. With adults, we have no service problems, no circulation problems."

ICMA's Forsee thinks the trend has been a gradual one and will continue on that basis. "I don't see the pell-mell rush (to adult carriers) that some see," he says.

Regardless of the speed, the swing away from youth carriers represents a notable transformation for what has been a fixture on the national landscape—the newspaper carrier, an American icon, a prominent figure in our folklore.

Youngsters have been delivering newspapers in North America for more than 250 years. In his 1971 book *Circulation Management Training*, the late Robert A. Macklin credited Benjamin Franklin with being America's first newspaper carrier. Macklin, who was Forsee's predecessor as ICMA general manager, wrote that in 1718, at the age of 12, Franklin home-delivered papers for his brother, a Boston printer.

Initially, the youths who delivered papers or sold them on the street worked directly for the newspaper.

The little-merchant system was developed later. Under this system, which had its origins in London around 1833, the carriers buy copies of the newspaper at wholesale and resell them to subscribers at the retail price.

Over the years, the little-merchant system has drawn occasional criticism from those who decry what they perceive as the last stronghold of child labor.

In the United States, the crusade against child labor reached a denouement in 1938 with enactment of the Fair Labor Standards Act. The law forbade employing young people under 16, but it specifically exempted newspaper carriers as well as some other categories such as child actors and children working on family farms.

ADULTS YES, YOUTHS NO. Circulation directors across the country are by no means agreed on which system offers more advantages and fewer disadvantages. Among the advantages cited for adult carriers—and disadvantages for using kids—are these:

- **Turnover.** Circulation directors continually complain about the proclivity of today's youth to stay on the job a short while and then quit. Three to six months is the average time for a youth carrier to last, they report.

The Missouri study in 1980 found that carrier turnover ranged from 50 to 100 percent annually. It's worse than that in currently prosperous New England. The Providence Journal (morning, 84,220) and The Evening Bulletin (115,127) reported 145-percent turnover in 1985. More than 100-percent turnover was reported both at the Waterbury (Conn.) Republican (morning, 39,856) and the Waterbury American (evening, 28,419) and at the Lawrence (Mass.) Eagle-Tribune (evening, 58,174).

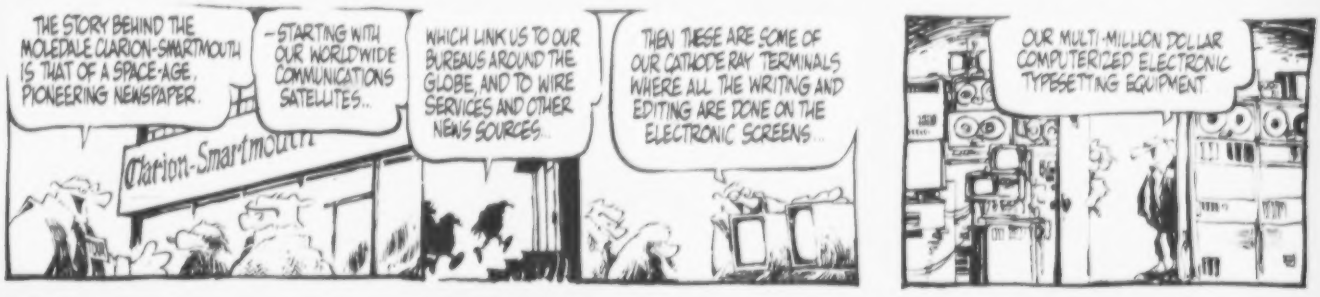
By contrast, newspapers that have shifted to adult carriers claim far lower turnover rates. Marlton says when The Oregonian made its shift to adult carriers in March 1983 the turnover rate dropped drastically. "Some of the (adult) agencies have not had a turnover in the past two years," he says. "That's unheard of in the newspaper industry."

The Globe and Mail (morning, 313,647) of Toronto was having to replace an average of 150 to 200 youths each week out of 2,700 total carriers—a weekly turnover rate of 5.5 to 7.4 percent of the carrier force. After replacing the 2,700 youths with 550 adults, replacements dropped to 10 or 12 carriers per week—a rate of 1.8 to 2.2 percent.

Why do the young carriers quit? "Crime being what it is," says James Long, circulation director for The Knoxville (Tenn.) Journal (morning 43,768) and the News-Sentinel (evening 102,340), "you can't get the young people. Parents aren't going to let their kids get up at 5 o'clock and let them go out on a newspaper route, and I don't blame them."

It's not only the crime; many of the youngsters apparently feel it's a crime to have to get out of bed so early. In a survey

'Shoe'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conducted last summer by Glenn Gamst, research analyst at the San Jose Mercury News (all-day, 264,492), youth carriers cited "getting up in the morning" as one of the top reasons for quitting a route.

Other reasons given were:

1.) Too little pay, too much work.

2.) The newspaper was too heavy and the routes were too spread out.

3.) Problems with district managers.

4.) Parents told them to quit.

The carriers also said they quit because they had to collect payments from subscribers, get a substitute when necessary, field customer complaints, work seven days a week and solicit new customers.

• **Labor supply.** The end of the "baby boom" in the mid-1960s has created a shortage of young people to fill jobs available to them. This is evident throughout the country but appears to be particularly acute in New England, where a booming economy has created abundant jobs. In the June issue of its Update magazine, ICMA ran this headline across the front page: "New England Desperate for Carriers."

"It's hard to motivate the kids for the amount of money they make," says Morley Piper, executive director of the New England Newspaper Association. "They can cut a lawn or two and make the same amount of money they make on a paper route. Or they can work in a fast-food place."

Nature, though, may be helping to alleviate the problem. Piper notes that many of the offspring born in the peak years of the 1946-64 baby-boom—the mid-50s—have had children that in three or four years will be old enough to be newspaper carriers.

• **Reliability.** Circulation people are by no means unanimous on the point, but many say that adults are more reliable than youths.

Most newspapers that employ adults require a written provision for a substitute; if the regular adult is ill, the substitute takes over automatically.

The St. Louis Post-Dispatch (morning, 370,000) has been delivered almost entirely by adults for many years. "The route is the adult's responsibility," says Circulation Director Roger Ruhe. "We will not run that route for them." On the other hand, if a youth gets up and doesn't feel well, Ruhe says, the mother will tell him to stay home, and often the district manager has to deliver the papers.

Youths tend to provide personal service.

R. Victor Dix, vice president and publisher of The Daily Record in Wooster, Ohio (evening, 25,606), recalled an instance when a girl carrier went to an Ohio State football game and did not deliver the Saturday paper until Sunday.

• **Economics.** Some circulation managers say adult carriers end up being cheaper because the newspaper needs fewer district managers to supervise them and fewer people in the circulation office to handle complaints and other support duties.

In Toronto, for example, The Globe and Mail reduced its district managers from 80 to 21 when it switched to adults. After the switch, complaints were reduced from 4,000 a week to 900, says Nicholas Russo, circulation director.

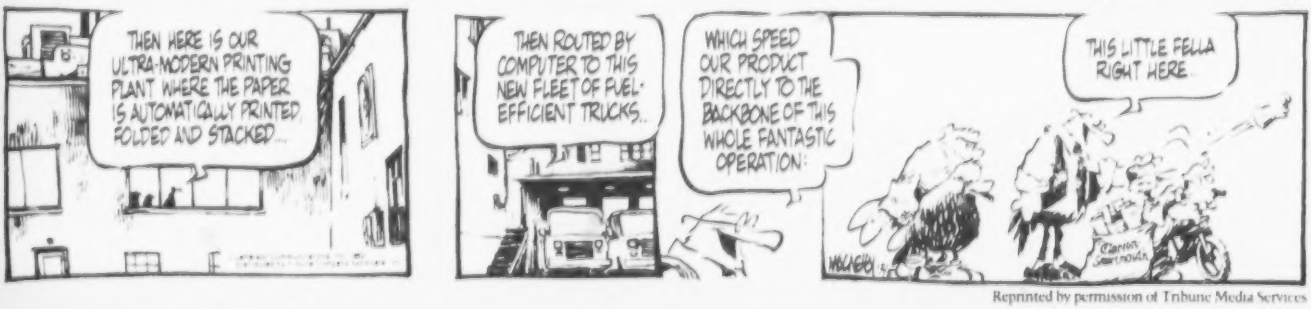
• **Workload.** As the survey by the San Jose Mercury News made clear, the growing size of the newspaper has fed the trend toward adult carriers. Adults, who usually deliver in cars, station wagons or pickup trucks, can more easily handle the heavier papers of today than youths on foot or bicycle.

Big-city Sunday papers can weigh 10 pounds or more, and those published in smaller metropolitan areas can also be heavy. For example, on the Sunday after last Thanksgiving, The Columbus Dispatch (morning, 248,121) contained 824 pages and weighed 7 pounds.

Says Marlton of the adult-delivered The Oregonian: "Papers are so big today that kids can't handle 25 papers. Twenty-five (Sunday) papers weigh over 100 pounds. How the hell is a kid going to handle 100 papers? You can't even get that many into a Volkswagen any more."

• **Crime.** Since 1982, at least seven youth carriers have been abducted, raped or murdered while delivering papers. And the San

By Jeff MacNelly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"Youth carriers create much more rapid circulation growth." They have a personal touch and get to know customers and potential customers.

Jose survey found that 32 percent of Mercury News youth carriers had been personally scared "by someone or something" while delivering papers.

Heightened concern for safety led ICMA in 1985 to publish a 141-page book on safety awareness. It contains numerous examples of newspapers' individual safety programs and offers suggestions for precautions by young carriers.

Fifty years ago people who lived in center-city areas were not afraid to walk the streets after dark. Today, there are areas of some big cities where newspaper circulation departments have simply abandoned efforts at home delivery, according to ICMA's Forsee.

In some places, newspapers have turned to adults to deliver in what Ruhe of the St. Louis Post-Dispatch calls "tough" neighborhoods. Both Ruhe and Perona of The Buffalo News say they strive to find a resident of the neighborhood to do the job.

"When I came here, they were bringing people in from the suburbs to deliver the paper" in areas where street gangs roam, Perona says. "They couldn't cut it."

YOUTHS YES, ADULTS NO. Despite the slippage in the use of kids to deliver the newspaper, the little-merchant system still has its ardent supporters.

By far the greatest factor mentioned by newspapers that retain little merchants is an affection for the system, based in part on sentiment and in part on the business experience youngsters gain as carriers.

The training youth carriers get provides lifelong benefits, says Buffalo's Perona, who supervises 4,327 of them plus about 120 adults.

"A lot of people have benefited from their (youthful) newspaper experience in adult life," he says. "With kids, money is not the prime motivator. It might be the reason they start, but it's not the reason they stay. Kids can learn a lot from their newspaper route, even when they have bad experiences."

William T. Malone, president and publisher of the Arkansas Gazette (morning, 126,346) of Little Rock, says, "I'm opposed to the trend toward adult carriers. A part of the selling routine for parents is the business training Johnny or Suzy will get for later life. To replace the kids is not being fair to the youth of America today."

Among other points cited by little-merchant proponents are these:

Service. Youths, by consensus, will do one thing adults usually will not do. They will place the newspaper inside the storm door or on the porch, out of the weather. How much this is worth in terms of circulation numbers probably cannot be measured, circulation experts say.

In New England, that high degree of delivery service is traditional, and customers demand it, says Piper of NENA. Although some papers in the region have adult carriers, and despite the relative shortage of youths there, the heavy majority use youths exclusively, Piper says.

The Oregonian's complaint rate dropped after converting to adult deliverers.

Customer contact. Doorstep delivery also means that youth carriers come into contact with their customers more often than the adult who flings the paper onto the lawn or driveway, or puts it into a tube next to the mailbox.

In many places, youth carriers still make door-to-door collections, too. Circulation executives say that when the carrier meets the customer, good will is invariably the result.

Selling. Some circulation managers claim that young people are better salespeople than adults.

"Youth carriers create much more rapid circulation growth. We've seen it time and time again," says Timothy J. Alldridge, director of consumer marketing at the San Jose Mercury News. Kids, he says, have a personal touch and get to know customers and potential customers. Most adults who moonlight as newspaper carriers do not have time to solicit new customers, and many newspapers with adult carriers must employ extra crews—often young people—to bring in new subscriptions.

Cooperation. Most circulation executives say youth carriers are more pliable than adults. Even though the vast majority are independent contractors, youth carriers will cover the area assigned to them, charge the amount "suggested" by the newspaper,

collect for the paper and solicit new customers. By contrast, many circulation directors say, adults will not canvass for new customers or collect, and newspapers have little control over prices charged for home delivery by adult independent contractors. Finally, litigation is fairly common between adult carriers and newspapers over a variety of issues, including termination, assignment of routes, status (employee or independent contractor), prices and control of subscription lists or territories.

The champions of the little-merchant system emphasize that before curbing or abandoning the use of youth carriers, newspapers should try to make the little-merchant system work. In a report last November to ANPA Chairman and President Alvah H. Chapman Jr., the Marketing and Distribution Task Force of the Association's Circulation and Readership Committee acknowledged that "the youth-carrier system is in jeopardy at many medium and large newspapers. For those newspapers, it may not continue in the future as the most important delivery means. Consequently, more adult carriers will be used."

However, "before a newspaper concludes that the youth carrier system is no longer effective, it should have done the utmost possible to ensure that all the necessary steps have been taken to make the system work," the task force added. It said, for example, that newspapers must meet four criteria if they are to compete successfully for carriers in the youth job market: "The job requirements have to be made realistic; carrier training and recognition programs have to be effective; compensation has to be competitive; and carrier supervision must be competent."

Adverse weather conditions pose formidable challenges especially for youth carriers on foot.

VARIATIONS ON A THEME. The distribution task force, headed by Seattle Post-Intelligencer Publisher Virgil Fassio, also reported that "the optimum distribution system" for a newspaper often involves a mix of delivery means—youths and adults operating as independent contractors, agents or employees—and the flexibility to adjust "the volume of newspapers among the various delivery systems when circumstances require a change."

Of the three major categories of carriers, *independent contractors* enjoy the most autonomy. The independent contractor is, by definition, an independent business person. He or she buys papers from the newspaper company at wholesale prices and sells them at retail. The contractor usually sets the price to subscribers for home delivery; the newspaper has no control over it.

The National Labor Relations Board and the Internal Revenue Service stipulate that the employer cannot control the means by which an independent contractor accomplishes his or her tasks.

Under the *agency* system, newspapers normally contract with one or more agents who make their own arrangements with other individuals to deliver the papers. The newspaper usually controls the price charged for the newspaper and handles collections, often by billing the customer for payment by mail.

Employees are paid directly by the company, either by the hour or by salary, and they get fringe benefits. The employee system allows the newspaper greatest control. It can tell the employee when, where and how to deliver the paper, how much to charge, and when to collect.

In its 1986 survey showing that 72.8 percent of 681 newspapers were using youth independent contractors, ICMA also found that 72.1 percent had adult independent contractors as deliverers. (The numbers are greater than 100 percent because of the combination of delivery methods commonly employed.)

About one-fourth of the newspapers reported having an adult agency system, compared with about 10 percent for youth agents.

Adult employees were being used for delivery at 8.6 percent of the newspapers. Only a handful (less than 2 percent) had youth-carrier employees.

COMPENSATION. Gross earnings of carriers generally vary from about 22.5 percent to one-third of the subscription price. As an example, The Columbus Dispatch pays both youth and adult carriers 31 percent of the $2-a-week subscription price. But adults earn more because they deliver 250 to 300 papers a day, compared with an average of 60 for kids, says Circulation Director John R. Brigham.

A youth carrier at the Dispatch with such a route thus would earn $37.20, a respectable sum for a teenager with a part-time job. An adult delivering 300 papers a day earns $186 a week. "That's

"The optimum distribution system" often involves a mix of delivery means—youths and adults operating as independent contractors, agents or employees.

An adult carrier who delivers 1,000 papers a day at the St. Louis Post-Dispatch would have a potential annual gross income of about $37,700.

not bad," Brigham notes, "for a part-time job." "The best adult carrier," he contends, "is a young married adult just starting a family. He can use the money." (The carrier force, of course, contains girls and women as well as boys and men, but no industrywide statistics by sex are available.)

By contrast, delivering the St. Louis Post-Dispatch is big business. An adult independent contractor wanting to sell his or her route can get from $50,000 to $90,000 for it, says Circulation Director Ruhe, who explains that buying a paper route in St. Louis means buying a money-making franchise. An adult carrier who delivers 1,000 papers a day would have a potential annual gross income of about $37,700, he says. And though most of the routes have 600 to 700 customers daily and 900 Sunday, Ruhe reports that several distributors do handle as many as 1,000 every day.

The list price of the Post-Dispatch is 25 cents daily and 75 cents Sunday; carriers earn a 35-percent commission.

The Norwalk (Ohio) Reflector (evening, 9,591) charges extra to customers who want their papers placed in tubes and pays adult carriers more for "tubing" a paper. The weekly price is $1.25 if the paper is thrown on the lawn and $1.39 a week if placed in a tube. Adult carriers on a motor route get 39 cents (31.2 percent of the purchase price) for each customer who gets a thrown paper and 51 cents (36.7 percent) for those whose paper is tubed.

Youth carriers in town get 32 cents (25.6 percent) per customer per week.

The Reflector is among the papers that also pay motor-route deliverers a mileage allowance. According to Carol McLaughlin, office manager, the Reflector's allowance is based on a formula that began years ago: Every time the price of gasoline at the pump goes up 7 cents per gallon, the newspaper allows an additional half-cent per mile driven. Of late, the rate has been 14 cents a mile.

PAYMENT METHODS, OTHER CHANGES. The circulation-revenue picture also is changing in terms of how customers pay their bills.

Figures collected by ICMA last spring indicate that about half the newspapers in the United States collect by the month, and two-thirds collect in arrears rather than in advance. Weekly collections by youth carriers remain the method used by 66 percent of newspapers in the Northeast; papers in other areas use a combination of methods, with many allowing the subscriber to select his or her preferred payment system.

For a growing number of customers, the preferred system is paying by mail or by credit card. Pay-by-mail billing intervals tend to range from one month to six months.

Circulation consultant William Merritt of Sun City, Ariz., a circulation executive for more than two decades at the Los Angeles Examiner (before it became the Herald Examiner) and at the now-defunct Washington Star, warns that it can be "a mistake" for a paper to bill every three, four or six months. "We have encouraged people not to bill more than two months at a time," he says because otherwise the amounts due become so high that some customers discontinue the paper.

Merritt and consultant Favor, a former ICMA general manager, also note that having the customer pay by mail instead of paying the carrier directly eliminates a prime opportunity for the customer to voice a complaint.

Accordingly, the Columbus (Ga.) Ledger and Enquirer found that 60 percent of pay-by-mail customers did not complain when something went wrong—they just stopped paying their bills and quit the paper. This exacerbated the ever-present problem of "churn" in which people start and stop the paper—a costly process of record keeping and logistics for newspaper circulation departments.

To restore personal contact, and to alleviate churn, the

Many Prominent People Started As Carriers

C. David Rambo

ICMA's Forsee adjusts portrait in Carrier Hall of Fame.

Some of the most accomplished people in business, government, show business and other endeavors got off to very early starts in their careers—at about ages 11, 12 and 13.

They were newspaper carriers, learning about money, honesty, service, responsibility.

Many of the more famous folks who have benefited from the experience are depicted at the 27-year-old Newspaper Carrier Hall of Fame maintained at the International Circulation Managers Association's headquarters in The Newspaper Center, Reston, Va.

Featured in the Hall of Fame are 97 prominent people who in their youth delivered newspapers and who praised the experience: Dwight Eisenhower, Herbert Hoover, Carl Sandburg, Carl Rowan, John Wayne, Jackie Robinson, Jack Dempsey, Julius Erving, Bob Hope, Bing Crosby, Danny Thomas and many others.

Columbus papers have asked their youth carriers to knock on the doors of overdue customers and remind them courteously that their bills are delinquent. The paper also runs customer-service ads telling subscribers how to register complaints.

Compared with pay-by-mail, a lesser number of newspapers have adopted the method of allowing customers to pay by credit card. One of the latest credit-card converts, the Akron Beacon Journal (evening, 155,023), began its system Dec. 1 and already has 35 percent of its subscribers paying with "plastic." The customer submits a Visa or MasterCard number to the circulation department, and the newspaper sends the bill automatically to the bank or other credit-card issuer.

Like much of the complex newspaper delivery equation, however, there are positive and negative factors to these types of payment plans for the dwindling number of youth carriers. On the positive side, the plans eliminate door-to-door collections, a procedure many youngsters find onerous. On the other hand, they virtually eliminate the tips youth carriers generally receive when collecting.

A multitude of other changes also are affecting newspaper distribution, including the increased computerization of the circulation department, the publication of total-market-coverage vehicles for non-subscribers, the use of plastic bags for some newspaper deliveries, and the development of novel programs designed to recruit and retain carriers.

On the latter score, R. Vincent Reynolds, circulation director of the Roanoke Times & World-News (all-day, 122,928), uses youth carriers to deliver the evening edition and adults for morning distrib tion. The youths don't have to get up early, and the adults are free to work at full-time day jobs, Reynolds points out.

James Midtbo, vice president/circulation director of the Minneapolis Star and Tribune (morning, 378,981), has split his paper routes two ways. He has one set of carriers for Monday-through-Friday editions and another set for weekend deliveries. This approach is aimed at alleviating carriers' complaints about the drudgery of having to deliver papers every day of the week.

Midtbo says the switch came when the Star, an afternoon paper, was combined with the morning Tribune into an all-day and then mornings-only publication. The former Star carriers were given the weekend deliveries.

The dichotomous system works well, he says, because 70 percent of the weekend carriers are young people—they have to get out of bed early only twice a week—and 70 percent of the Monday-through-Friday carriers are adults, who he says tend to be more reliable on weekday deliveries.

Such innovative approaches to carrier problems are being monitored by circulation executives throughout North America.

VISIONS OF THE FUTURE. A few people have questioned whether the newspaper of the future will need to be delivered at all by an individual. R.E. (Ted) Turner, the cable television magnate, once belittled the newspaper industry's distribution methods at an ANPA Convention. "Your news gathering is very efficient. It's the manner of your dissemination that is so inefficient," said Turner, who predicted that "the newspapers as we know them today will be gone within the next 10 years, or certainly playing a very reduced role." He said that in May 1981—nearly six years ago.

A prediction that is proving to be more accurate was made a year earlier by ANPA Vice President/Technical William D. Rinehart. "It is doubtful . . . that any of the technology currently being introduced could ever begin to replace printed newspapers, so long as we continue to deliver newspapers to the home economically," Rinehart wrote. He cited numerous unsuccessful attempts made to replace the traditional newspaper, from home facsimile of the 1940s to videotex then in its infancy [presstime, June 1980, p. 21].

Readers will continue to spurn electronic alternatives to the printed product that is dropped off at residences and at single-copy outlets by kids and adults.

And looking into the 21st century, readers will continue to spurn electronic alternatives to the printed product that is dropped off at residences and at single-copy outlets by the veritable army of kids and adults, says John R. Harrison, president of The New York Times Regional Newspaper Group and chairman of the ANPA Circulation and Readership Committee.

In fact, Howard L. Hay, circulation director for the Chicago Tribune, foresees a surge in newspaper circulation as millions of baby boomers age. With the "graying of America," he says, there will be a shift from the "single-copy, Yuppie cycle" to increased subscribership. Hay, a member of the Readership and Retention Task Force of the Newspaper Advertising Bureau's Future of Advertising Project, says "the projections for the number of people who will be 65 or older after the year 2000 boggle your mind."

Lee J. Guittar, who rose through the circulation ranks to the upper echelon of newspaper management, anticipates a boom, too, but he believes it will come in single-copy sales. Guittar, vice president of the Newspaper Division of The Hearst Corp., reasons that as the service economy and the "on-the-move culture" continue to evolve, people will be increasingly inclined to buy their newspapers one at a time. Newspapers must "get a whole lot smarter on how to sell single copies," says Guittar, noting that his is "an unpopular stand. . . . A lot of people disdain single-copy sales. They look upon them as paid samples until they can find some way" to sell the buyer a subscription.

But in whichever area the "boom" comes, no one who has studied the situation is predicting that the home deliverer of newspapers will go the way of the iceman or the milkman. The point at issue is whether it will be predominantly kids or adults that do the delivering and, long-term, whether one is better than the other for the newspaper business.

What is not in question is that the little-merchant system is losing some steam and that more and more adults are finding newspaper delivery a lucrative enterprise.

For those who believe the traditional youth delivery of newspapers should be preserved, individual newspapers and industry groups have identified numerous ways to try and preserve it—better training, better pay, better conditions and innovations such as job sharing.

No one questions the stakes.

As Albert E. Gollin, NAB's vice president/associate director of research, told an industry meeting last fall, circulation "is the system that sustains life—for people, cities and newspapers. If it breaks down in any of us, it's a crisis. If the movement of people or goods through city streets is stopped, you've got gridlock. And if newspapers can't reach out to their readers and deliver the paper reliably, when and where they want it, we're in trouble." □

Managing in The Newsroom

Styles of supervision are changing with the new generation of newspaper editors and reporters

BY MARK INGHAM

As an industry ages, it experiences any number of changes. Generational differences are noticeable in the various management levels of an organization, and this may be particularly evident in newspaper editorial departments of today compared with those of yesteryear.

Although the image of the editor bellowing at the cowering, but eager, young reporter may have been accurate at one time, it is no longer. Many of those once-young reporters today are editors, and they are determined to discharge their duties with more understanding than their early bosses did. The reporters-turned-editors may have learned a great deal about journalism and the newspaper industry from some crusty old curmudgeon, but they are inclined toward a more compassionate management style.

Concurrently, a new generation of reporters has moved into the newsroom—individuals who are not as easily intimidated as their predecessors. "These are bright, poised, hard workers who are very practical about managing their own careers and getting ahead," says Susan Miller, director of editorial development at Scripps Howard. "They don't cower."

Jack Davis, metropolitan editor at the Chicago Tribune, is a member of the new generation of editors. "As my years of experience increase, and it becomes more possible for me to impose my will on the newsroom and its employees, I find myself becoming more and more participative," he says. "I try to foster communication between my editors and get them to make as many decisions as possible."

Davis acknowledges that not all newsrooms have undergone major changes in personnel management practices, but he detects a growing awareness that management tools are available to help editors supervise their staffs. "There is training available, and while there is a cost, beyond the tuition, in terms of an increased workload for the other staff members, it is worth the investment," he avers [presstime, Feb. 1984, p. 10].

Another change in the newsroom of today is employees' awareness of the negative effects of a stressful environment. "We are getting more and more requests for assistance in stress management from the editorial department," says Charles E. Whiting, training and development manager at The Orlando Sentinel.

"The great thing about training and development is the courses they have to supplement stress management," adds William R. Scott, the Sentinel's Broward County editor. "One thing that has helped has been the team building we have done with our various work groups. It seems that managers get 'stressed out' as much by ineffective interaction with their employees as they do by the actual tensions of their job."

Paul Reeve, corporate director of training at the Providence Journal Co. concurs with Scott's analysis. Says Reeve: "When I get requests for assistance with stress management, I always do a further needs assessment. Generally, it turns out that the stress was generated by poor working relationships. If we can help the working relationship, we can do away with the source of the stress instead of just learning how to manage it."

Because of a successful track record, editorial managers are not at all reluctant to sign up for courses offered through his training department, Reeve adds.

Editors can see for themselves how a smoothly operating newsroom can reduce job tension. Scripps Howard's Miller, former chairwoman of the American Society of Newspaper Editors' Human Resources Committee, says that any time a company introduces better management practices, it demonstrably breaks down internal barriers and reduces employee pressures.

Having a less autocratic style can also improve the quality of the newspaper. "I made an effort to establish an intellectual understanding with my reporters and editors that we could work *together*," says the Chicago Tribune's Davis. "I feel that we get a much richer variety of stories for the newspaper" this way.

Ingham is ANPA personnel relations associate.

John Dzeckan, Chicago Tribune

Chicago Tribune's Davis (left), meeting with Associate Metropolitan Editor Dennis Ginosi, favors a "participative" management approach.

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"As an industry, we are way behind in the way we deal with people. . . . Team building has helped us learn about ourselves and others in a way that helps us to appreciate differences in other people."

DIFFERENCES APPARENT. Whether it is an increased awareness of stress or some other factor that is driving the change, newspaper personnel professionals have begun to notice a difference in the way a number of editorial departments are managed.

"About two years ago, good management was an idea whose time had come in the newsroom," says Miller, citing the enthusiastic reception for ASNE's *Newsroom Management Handbook* that was written by editors and released in 1985.

Barbara Sanchez, editorial personnel manager for Newsday reports that requests for management training, both internal and external, have increased significantly in the past two years for members of the Long Island, N.Y., daily's editorial staff. "We are seeing an erosion of the concept that editors need not be managers of people," says Sanchez.

Scott says The Orlando Sentinel's newsroom turned to the human resources area about three years ago as a result of an employee attitude survey that gave editorial managers low marks. And as newsroom supervisors became more skillful at people management, they began to realize other things were keeping them from doing the best possible job. "That's when we began working on team building and stress management," he says. "Team building has given us a framework for an honest discussion of differences, which has helped to reduce the stress level."

Another newspaper that has successfully used the team-building concept in the newsroom is The Charlotte Observer. "As an industry, we are way behind in the way we deal with people," says Jeannie Falkner, features editor. "Team building has helped us learn about ourselves and others in a way that helps us to appreciate differences in other people. The trust and understanding that develop in an effective team-building program go a long way towards getting things done in a day."

Many more newspapers are using less innovative, but still effective, human-resources management programs.

One program that particularly responds to the new generation of employees is the performance appraisal [presstime, Aug. 1986, p. 18]. Both Scripps Howard's Miller and Newsday's Sanchez report that a primary part of their jobs is to assist in the administration of a newsroom performance-appraisal system.

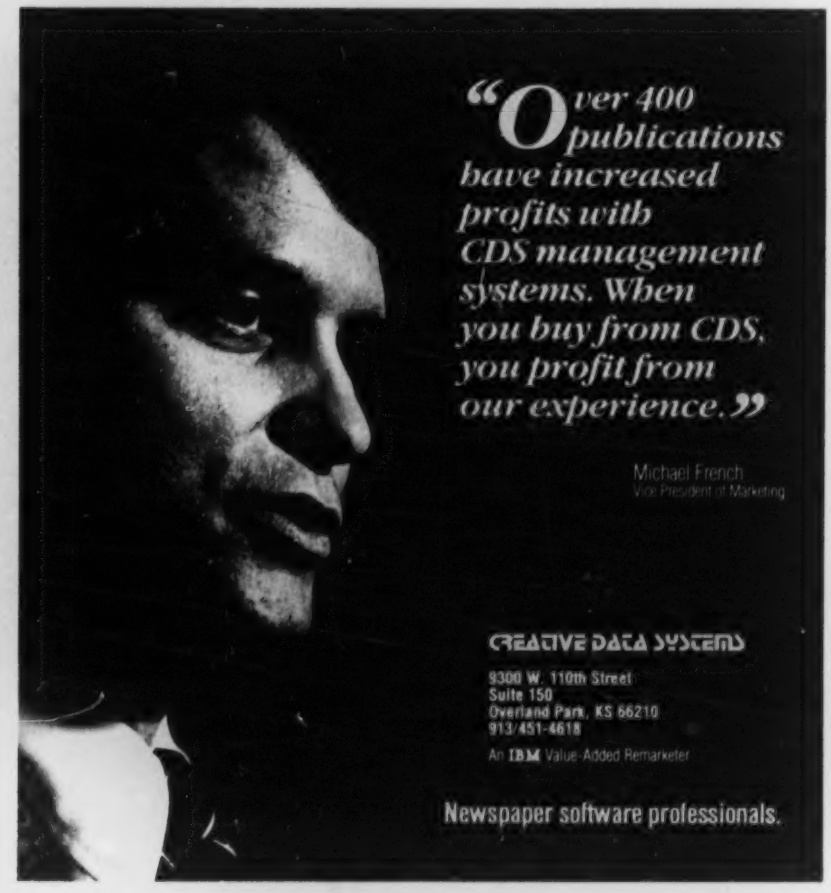
Experts say that one hindrance to the rapid adoption of this and many other human-resource management techniques is the concept that the newsroom is like no other place—and, in some cases, like no other newsroom.

"Editors are not always comfortable with a program simply because it was successful in another department, or another newsroom. It must be specifically designed for their newsroom," says Patricia P. Renfroe, ANPA's manager/personnel relations. And even though many editors may be completely comfortable admitting they are not experts at people management, the answer for them does not lie in regular supervisory management training. They want special courses in *newsroom* personnel management, Renfroe says.

Happily for the editors seeking assistance—and for the personnel they are supervising—some newspaper trainers have worked with editors in designing specialized courses.

In addition, ANPA offers, in conjunction with ASNE and the Associated Press Managing Editors Association, several Leadership in the Newsroom Workshops each year, as well as less specialized Management Development Workshops.

The various activities in the field reflect a growing awareness that there may be a better way of getting the job done. The ultimate result is a different kind of newsroom work environment. □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It's the 30th Birthday Of Coin-operated Newsracks

BY MICHAEL I. GRACZYK

The multi-colored boxes are lined up smartly like toy soldiers at attention—shiny, bright and emblazoned with bold lettering, ready to withstand the ravages of Mother Nature and daily pounding by consumers.

They mark the last stop in an assembly line that uses technology rivaling machinery found in the most modern auto plant. But instead of racy monograms like 300-ZX or RX-7, these squat containers carry nameplates like Times, News, Journal, Chronicle or Post.

The site is Kaspar Wire Works Inc. of Shiner, Texas, about 80 miles east of San Antonio, where the ubiquitous, coin-operated newspaper box was born Feb. 6, 1957.

"We're the biggest manufacturer in the United States and I guess the world," says David Kaspar, vice president of sales and great-grandson of the company's founder.

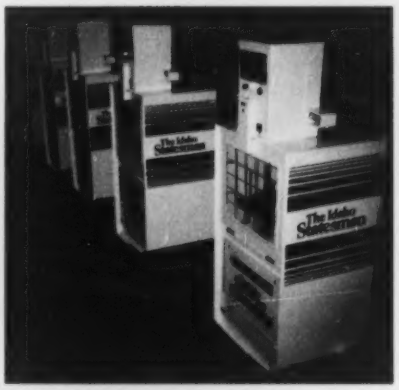
"We're the General Motors of the newspaper rack business," adds Cliff Long, general sales manager.

The company estimates more than 4 billion newspapers a year are purchased out of Kaspar-manufactured Sho-Racks. About a year ago, The Wall Street Journal took delivery of Kaspar's 1 millionth newspaper box.

The first one hit the streets 30 years ago this month, carrying the logo of the San Antonio Light. A Light circulation manager had complained that too many people were stealing papers from non-locking "honor racks," so Kaspar employees developed a coin mechanism and case-type rack with a pull-down door. The basic design is still in use.

Kaspar Wire Works can trace its beginnings to the turn of the century. August Kaspar, son of a Swiss Lutheran missionary, hand-wove with a pair of pliers a corn-shuck basket from smooth wire discarded by farmers who were switching to barbed-wire fences. Neighbors liked it, "and pretty soon he decided, 'I've got something here,' " David Kaspar says.

August Kaspar's next invention was a wire muzzle for horses. He went full-time with his business in 1898, and over the years the company—which now employs 525 people in a town of 2,100—has made shopping carts, display racks, deep-fry baskets and the wire trays that hold cups in soft-drink dispensers.



Machines bound for Boise roll off the assembly line at Kaspar Wire Works.

The newspaper racks are manufactured from scratch out of American-made steel specifically selected by Kaspar Wire Works.

Presses punch out components for coin mechanisms and for the boxes, and steel-cutting machines are programmed by computer to ensure straight edges. Robots spot-weld the pieces together. The steel is zinc-electroplated to help combat rust. Acrylic enamel paint is applied in automated booths. "We want these boxes to look good for a long time," the fourth-generation Kaspar says.

The workhorse of the Kaspar line is known as the TK-80 Sho-Rack, a 4-foot-high, 19-inch-wide, 16-inch-deep box that holds up to a 29-inch stack of newspapers. It weighs about 95 pounds and, depending on options like paper holders, extra-large windows and discounts to large-volume purchasers, costs about $200. Other models cost up to $600.

"We've got 30 different models of racks, but once a newspaper gets a style everyone is used to, the newspaper doesn't want to change," Kaspar says. "Nothing seems to replace the old standby."

More than 70 percent of Kaspar's sales are TK-80 models.

USA Today, generally credited for the trend toward greater use of color and graphics in newspapers, also broke the mold in newspaper racks, pioneering its TV-like box atop a pedestal. Kaspar has manufactured more than 100,000 of them, and the newspaper is the company's largest customer.

"USA Today patented the design," Kaspar says. "We build it for them and to their specifications. We cannot build that design for anyone else."

If there is a trend in the industry, it is toward modular racks, where several newspapers share a common large box with individual compartments and colorful designs.

"What we have also seen is a big explosion in customers going to fancier logos on the side of the racks," Kaspar says.

The New York Daily News, for example, now has a bright red, white and blue box. The Chicago Sun-Times uses a yellow box with red and white letters. The Houston Chronicle redid thousands of boxes at Kaspar with a new design [presstime, Aug. 1986, p. 64].

The No. 1 problem with all the boxes is vandalism, as thieves try to get inside the coin-box mechanism, Kaspar said.

"We've got a big, heavy, 12-gauge housing because that's where the money is," he says. "But we'll hear stories where vandals have used a cutting torch. Sometimes they'll take the whole rack away and take it home where they can work on it."

The lifetime of a box, however, is quite long, with some in use since the 1960s.

A dozen salesmen scattered around the country service Kaspar customers and, at Kaspar expense, newspapers send technicians to Shiner, where they are put up in a Kaspar-owned guest house and where Kaspar workers train them to repair the boxes.

"We not only want to sell them a rack, we want them to be proud of it on the street," says Long, the general sales manager. □

Graczyk is a reporter for the Associated Press, for whom this article originally was written.

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Which is why long before Boston's streetcars became subway cars, people were making tracks for the Globe.

The Boston Globe

Censorship On the Rise Around the World

BY LEONARD H. MARKS

In the review of major events of 1986, press freedom can be listed among the major casualties, along with the Chernobyl disaster and the explosion of the Challenger space shuttle.

In Nicaragua, the venerable La Prensa was shut down by the Sandinista censors. In South Africa, the State of Emergency Law seeks to restrict media coverage to handouts from the Bureau of Information. In Malaysia, The Asian Wall Street Journal was shut down for three months and two of its journalists were expelled. Similarly, Singapore has resorted to expelling "unfriendly journalists" and delaying or stopping delivery of foreign news publications.

Leonard H. Marks

In Uganda, President Yoweri Museveni publicly stated his support for the free press and then declared to reporters that "I must warn you, the papers, I do not want to see again the denigration of the armed forces. Anyone who denigrated the armed forces will be punished."

In totalitarian societies, notably the Soviet Union and Eastern European countries, all media—print and broadcast—are under direct control of government. There is, therefore, no adversary relationship between the press and the government. All "news" is what the government wants the public to know. The journalist, so-called, is a civil servant whose function is to "sell the government line."

Even in democratic societies, there are growing efforts to influence news reporting by controls, direct or subtle. In democratic Costa Rica, although government officials are freely elected, there are indirect restraints on press freedom. All reporters must be licensed by the government and must receive their training in a prescribed university. Although this practice was declared a violation of the treaty on human rights by the Inter-American Court of Human Rights, there has been no action to repeal the law or to abandon its enforcement. Throughout Latin America, there is a growing tendency to restrict press reporting.

Press freedom in the United States, guaranteed by the First Amendment to the Constitution, has also been challenged at times by restrictive state laws and overzealous government officials chafing under critical stories about their official conduct. To counter these moves, the courts have been vigilant in voiding such efforts and in upholding the independence of the media. However, the need for constant vigilance is clear here and in other democratic societies of the West.

The London-based Index on Censorship, which has just completed a 1986 review of censorship practices throughout the world, concluded:

> "Where privately owned media do exist, governments resort to a variety of methods to keep them in line. Opposition magazines are closed down, journalists are arrested and imprisoned, often detained without charge or trial for long periods of time, anti-terrorist or similar legislation is used elastically to silence dissent, various economic sanctions are applied: fines, bribes in the form of subsidies, the withdrawal of lucrative official advertisings, the withholding of licenses, newsprint, etc."

The deterioration of press freedom has inevitable and serious consequences. If The Times of London, the BBC, The New York Times or comparable media cannot inform their readers or viewers fully on political, social and economic events occurring throughout the world, opinions and judgments about those countries cannot be tested in the court of public opinion. Business leaders accustomed to objective and complete reports concerning their investments abroad will be compelled to rely on private sources, which may not be timely or as accurate as information available from The Wall Street Journal, The Economist or the Financial Times.

Moreover, the long arm of the censor has recently been extended to forms of communications other than the media. Multinational corporations have discovered that restrictions are being placed on the transmission of data bits to computers in other countries.

The restraints on a free press have in the past and will in the future affect trade and investments in the countries imposing these controls. Tourists will not flock to distant shores where journalists are excluded. Do you believe that Managua or Pretoria will thrive because of suppression of the news media? If proof is needed, examine the trade balance or the travel statistics with some of the countries which limit access to news.

If a regime does not care about such development—international trade, commerce or tourism—it may shrug off these arguments. But it should not ignore the hostility that ignorance breeds.

In addition to the economic arguments against press controls, consideration should be given to Article 19 of the Universal Declaration of Human Rights, which provides:

> "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

The Helsinki Accords, to which the U.S.S.R. and the Soviet bloc nations agreed in 1975, contain similar provisions.

Despite the clear language, some communist countries regularly censor books, magazines and newspapers. Shortwave radio programs from the BBC, Deutsche Welle, Voice of America, Radio Free Europe and Radio Liberty are jammed to prevent news and views from the West reaching local audiences. In these countries, Western reporters are subject not only to censorship but also to personal harassment and sometimes are arrested on trumped-up charges.

To air these problems, news media leaders from 35 countries met in London Jan. 16-18 to develop new and practical ways of "fighting the censor." (See story, p. 42.) The success of this effort may have a profound effect on personal freedom and human rights, on trade, tourism and, indeed, on the peace of the world. □

Marks, of the Washington, D.C. law firm Cohn & Marks, is treasurer of the World Press Freedom Committee. This presstime *article was prepared prior to Marks' appearance at the January news media conference on censorship in London.*

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Edna has relentless curiosity.

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Edna Buchanan covers crime and the cops for The Miami Herald. Edna's byline is on more than 200 stories a year.

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Edna fiercely follows up leads.

Edna hiked all over Coral Gables, Fla. looking for a hooded rapist.

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For these and other stories, Edna Buchanan won the 1986 Pulitzer Prize for General News Reporting.

Edna has been developing her own police stories at the Herald for 15 years.

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Russell T. Lewis

He Snubbed Miss Liberty — And a Career Was Born

BY GENE GOLTZ
presstime staff writer

Russell T. Lewis faced a difficult choice. He was a student at Northeastern University, a work-study college in Boston and his counselor said two summer jobs were available: tour guide at the Statue of Liberty or copy boy at The New York Times.

Lewis went to the Times newsroom instead of New York harbor. And after transferring to the State University of New York at Stony Brook, where he received a bachelor's degree in 1969, and during three years at Brooklyn Law School, where he graduated in 1973, he continued to work at the paper on and off.

Russell T. Lewis

Now he's a Times executive—senior vice president, circulation. He presides over a delivery system that is national in scope and involves just over 1 million copies each weekday and more than 1.5 million on Sundays.

Lewis, 39, masks an inner intensity behind a wide, warm grin. "One of his best qualities," says Katharine Darrow, the Times' corporate counsel and Lewis' immediate boss, "is he gets along with everyone. Everyone loves him." Says circulation legal counsel George Freeman, "He's a funny guy and a pleasure to work with."

Lewis' rapport with people serves him well in dealing with customer complaints—he personally takes phone calls from subscribers and answers their letters—and with circulation dealers.

His other standout quality, according to those who work with him, is the intensity he brings to any task before him, on the job or off. He runs 20 to 25 miles a week, lifts weights, skis, swims, and plays racquet ball and ice hockey. Despite what colleagues describe as a legendary appetite, Lewis is a trim 6-foot-1 and 185 pounds.

At a regional sales conference, after running five miles in the morning and putting in a day that lasts far past the dinner hour, Lewis may have his staff playing racquet ball with him at midnight, says Freeman. "Only the hardiest of his staff can keep up with him."

Darrow remembers when Lewis, while in college, was a summer clerk in the legal department. "We'd sit around and watch how long it would take him to do a job that was impossible to do. He'd find things impossible to find. He was just a demon," she says.

During another stint, working as a news assistant, Lewis wrote a story about a postal strike. The National Guard had to deliver the mail, and as a guardsman himself, he had an inside vantage point. The story won a publisher's award.

After finishing law school, he left the Times to join the prestigious law firm of Cahill, Gordon and Reindel, where he gained more insight into the newspaper business by helping out with First Amendment cases and antitrust litigation involving newspapers.

After four years with the firm, the Times legal department "asked me if I felt like coming back," Lewis recalls, "and I did."

In 1983 Lewis, accepted an offer to become circulation director. Why did he pass up the possibility of exciting careers in the news or legal departments for a position some people might consider dull? He says circulation interested him because it presented a different kind of challenge.

"As a lawyer, particularly a litigator, you come into situations where the facts are already given. You scratch yourself and say, 'Gee whiz, how did these folks get into this mess?' . . . But as a businessman, you are the one who gets to choose what the facts will be. You are more a master of your own destiny. The company and the project keep pushing you forward. I thought there was some degree of challenge to that."

Lewis says the complexities in deciding how to get the right number of papers to 40,000 retail circulation outlets around the country is far from dull. And dealing with legal problems, litigation, distributors and regulations means plenty of diversity, he says.

Much of his job, Lewis says, is ascertaining that the Times gets "upscale" customers. The paper uses city maps with demographic markings to denote what kind of people live in each section. "Rather than go into Pittsburgh as a whole, you consult these maps and . . . find where the upscale folks live. And then you say, let's make deliveries there."

In its distribution scheme, the Times uses adult carriers entirely and has "ever since anyone can remember." Lewis says it is not practical to have children deliver the paper because of its early-morning delivery schedule, because of its size—a recent Sunday edition weighed in at a record 11 pounds, and because the home-delivery routes in cities like Pittsburgh and Boston are too spread out to be done on foot. Circulation of the Times today is about 70 percent in the New York metropolitan area, 15 percent in the Northeast and 15 percent in the rest of the country, Lewis says.

The Times' success stems not from the number of papers it sells but from the quality of its news and the quality of its readers, who attract advertisers "willing to pay a respectable sum of money to reach those readers," Lewis says.

Emphasizing how pleased he is to work at a newspaper with the long tradition of The New York Times, he comments: "When all is said and done, people in the newsroom are writing history, and to be a part of disseminating that, I'm proud to tell my kids what I do."

He and his wife, Ellen, have a 7-year-old daughter, Erin, and an 11-year-old son, David. They live in Armonk, Westchester County, 40 miles from Times Square. □

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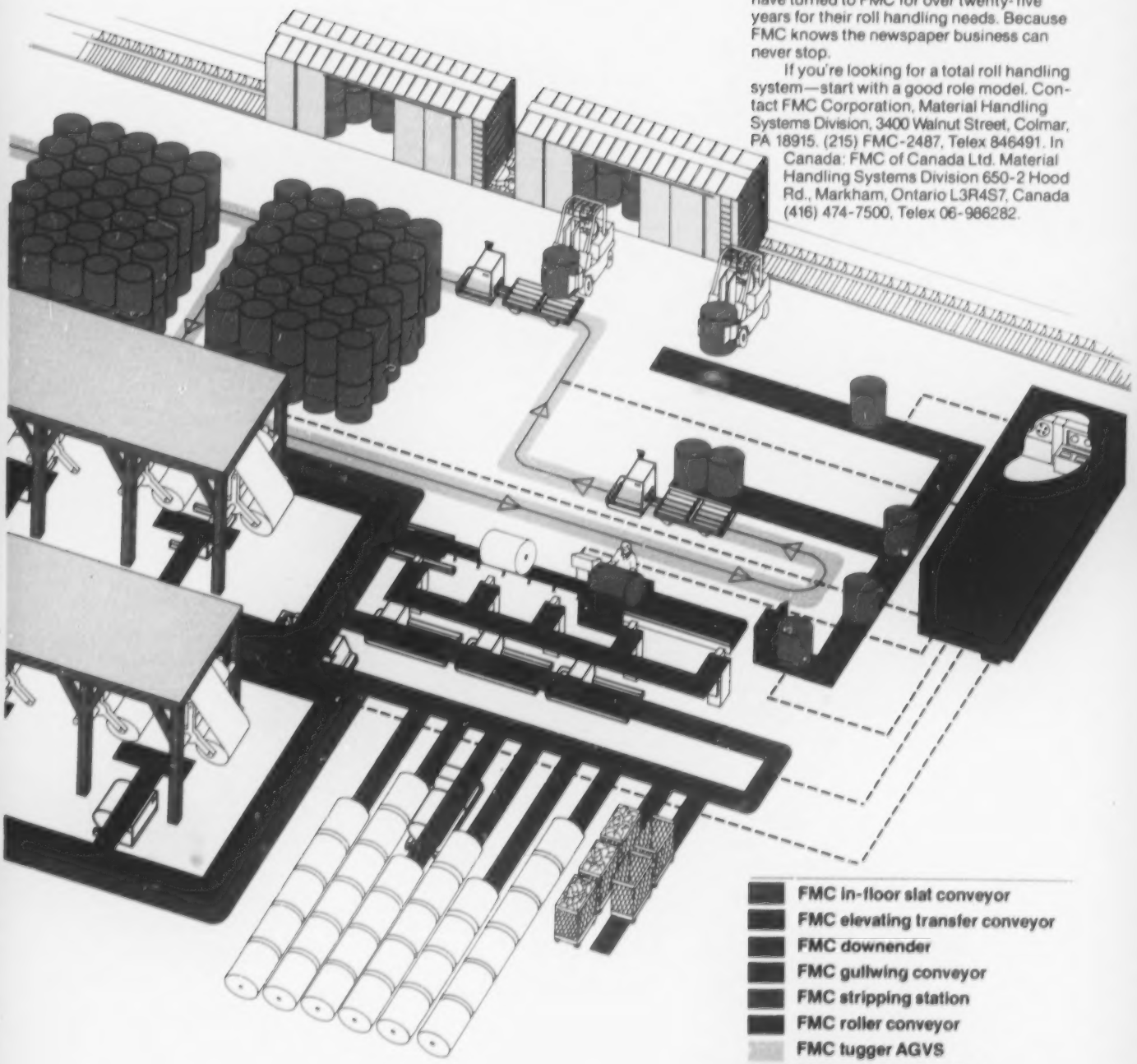

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COURTS

Appeals court upholds newspaper's right to disobey 'transparently invalid' court order

Attorneys for The Providence Journal and media organizations hailed as "extraordinary" a recent federal appellate decision that cleared the Journal and its executive editor of a criminal contempt-of-court conviction.

Meanwhile, the special prosecutor assigned to the case has been granted an extension until Feb. 13 to decide whether to seek review of the decision by the full 1st U.S. Circuit Court of Appeals. Prosecutor William A. Curran would not say whether he is inclined to seek the en banc hearing, but he has been conferring with the U.S. solicitor general's office about the matter.

A three-judge panel of the court threw out the contempt conviction on Dec. 31, ruling that the lower court's temporary order forbidding the Journal's publication of information about a reputed organized crime figure was "transparently invalid" because it constituted "a presumptively unconstitutional prior restraint on pure speech by the press."

Because the stringent legal test to allow such a restraint was not met, the Journal's disobedience of the order does not merit a contempt citation, the court held. It added: "A party subject to an order that constitutes a transparently invalid prior restraint on pure speech may challenge the order by violating it."

It was the first federal decision to hold that an unconstitutional prior restraint may be violated by a newspaper without subjecting the newspaper to contempt, said Floyd Abrams, a noted New York lawyer who represented the Journal.

Abrams also said it was the first federal case to uphold the "transparently invalid" standard for disobeying a court order restraining pure speech.

Such a standard has been rejected by the U.S. Supreme Court in cases of speech that is conduct-related, such as in a demonstration or march without a permit.

The Journal case involved a temporary restraining order against publication of information about Raymond L.S. Patriarca, which had been obtained from the FBI through the Freedom of Information Act.

U.S. District Judge Francis J. Boyle soon rescinded his order, but the Journal published the information while the order was still in effect, incurring the contempt conviction, a $100,000 fine and a suspended 18-month jail sentence for Executive Editor Charles Hauser, who also was ordered to perform 200 hours of public service [presstime, Sept. 1986, p. 40].

Hauser said he was relieved by the appellate decision but added, "I was aware from the very beginning if you take a drastic step like this, you've got to be ready to accept the consequences."

Abrams said, "As a matter of long-term legal impact, the decision is a powerful one and a significant one.

"It's an extraordinarily rare act by the judiciary, by which the judiciary placed the First Amendment above the ordinary obligation to adhere to court orders even when they are wrong. In doing so, the court emphasized the central status in American law on the ban of prior restraint. . . . If the ruling had been to the contrary, I believe it would have led to more prior restraints, more conflict between the press and the courts, and less information for the American people. And so here, too, the effect of the decision is very real and longstanding."

In its decision, the court had these words of caution: "Rarely will a party be subject to a transparently invalid court order. . . . Even when a party believes it is subject to a transparently invalid order, seeking review in an appellate court is a far safer means of testing the order. For if the party chooses to violate the order and the order turns out not to be transparently invalid, the party must suffer the consequences of a contempt citation."

—Mary Anderson

Censorship of school paper will get Supreme Court airing

The U.S. Supreme Court agreed Jan. 20 to review the First Amendment rights of student journalists covering controversial topics in a high school newspaper.

A school district in St. Louis County, Mo., seeks to overturn a court ruling that a principal violated the First Amendment rights of a student newspaper staff by deleting two pages of an edition because he objected to the content of two articles concerning pregnancy and divorce.

In that 2-1 ruling, a panel of the 8th U.S. Circuit Court of Appeals held that the May 1983 deletion was unlawful censorship because the newspaper was a "public forum" rather than merely part of the curriculum subject to the school district's control.

The dissenting 8th Circuit judge agreed with a lower court decision that the paper was not a public forum and that school officials may constitutionally decline to publish student articles for fear of lawsuits by outside parties.

The Hazelwood School District's attorney said he will emphasize the same grounds as the dissent when the Supreme Court hears arguments next term. The 8th Circuit opinion places schools in an "untenable position" if they wish to continue supporting student newspapers, Robert P. Baine Jr. said.

In other Supreme Court news, the court has been asked to accept an appeal filed by Lakewood, Ohio, concerning a newsrack ordinance. The city is seeking to reverse a decision by the 6th U.S. Circuit that overturned regulations governing permits, design and insurance for newsracks. The same decision upheld a ban on newsracks in residentially zoned areas [presstime, Sept. 1986, p. 40].

The court has denied review of several other media-related cases:

- *Booth Newspapers Inc. v. DeWitt*, in which Booth sought review of a Michigan trial judge's decision to seal pretrial documents without establishing whether "good cause" existed to do so, such as a "substantial government interest."
- *Fisher v. San Diego Union and Larsen*, in which the court let stand a California law denying general damages to libel plaintiffs who had not demanded retraction of allegedly libelous material within 20 days of its publication or broadcast
- *Multimedia v. Hawkins*, in which Multimedia Inc. sought review of a $26,500 invasion-of-privacy award against the Greenville [S.C.] News and Piedmont for identifying the teenage father of an illegitimate child. □

Newspaper appeals contempt charge against reporter

The Concord (N.H.) Monitor has filed a motion asking a Maine judge to reconsider his contempt-of-court charge against reporter Bob Hohler, who refused to testify in a murder trial about his interview with the defendant.

Maine prosecutors won the murder conviction on Jan. 10 without Hohler's testimony, but they still plan to press the contempt complaint in a trial before a different judge.

"We are asking the judge to take another look at his order requiring Mr. Hohler to testify. If he agrees, we are asking that he vacate the contempt finding," said attorney William Chapman, representing the Monitor.

Chapman and Monitor Publisher George W. Wilson said they believe Superior Court Judge Arthur Brennan might have ruled differently if he had not been under the pressure of ruling in the middle of the murder trial.

Among the grounds for reconsideration, Chapman said, is the contention that Maine prosecutors precluded any chance for the "cool reflection that courts ought to give issues of this sort" by not raising the issue of Hohler's testimony long before the trial. Through correspondence with the paper, the trial prosecutor had known almost a year and a half before trial that the paper would fight any subpoena of Hohler, he said.

Brennan ruled during the trial that Hohler's testimony met legal standards for compelling a reporter to take the stand. But the paper contends those standards were not met. □

Emmet Meara, Bangor Daily News

Hohler responds to questions outside the courtroom.

Newspaper can't be sued over misplaced ad, judge says

The Chicago Tribune has won a judgment in federal court setting new case law that a newspaper cannot be held negligent for losing an advertisement.

The summary judgment by U.S. District Judge William C. Lee in Fort Wayne, Ind., stated that Indiana Construction of Fort Wayne had no claim to $250,000 in damages from the Tribune, which misplaced the ad. The company had sent the ad to the newspaper but had mistakenly addressed it to a lock box reserved for payment of ads.

The ad in question was a legal notice required from the bidders on a sewage treatment plant in Plano, Ill. Indiana Construction was the low bidder but lost the job because the legal notice had not been published.

"Although there is an enormous amount of case law regarding a newspaper's right to refuse advertising, including legal notices—plus the related First Amendment cases regarding a newspaper's right to control what appears in its pages—there were no prior cases addressing a newspaper's failure to publish an ad which it had not knowingly rejected," said Lynn R. Jordan, assistant counsel for the Tribune.

Lee ruled that the Tribune was not negligent because "a private newspaper does not have a duty 'not to lose' an advertisement."

He also rejected the construction firm's breach-of-contract claim, saying the Tribune had never accepted its offer to publish the advertisement for payment.

Even if those claims had been valid, the judge said, the company could not receive any damages for lost profits in light of the "limitations of liabilities" notice in the Tribune, which states: "The newspaper will not be liable for a failure to publish an ad . . . except to the extent of the cost of the ad for the first day's insertion."

The judge also noted that the construction firm could have prevented its own loss through actions such as verifying the first insertion, which it failed to do.

"Indiana Construction has suffered a hardship," Lee wrote. "But imposing a duty on the Tribune to relieve that hardship is not justifiable and would have enormous ramifications. Not every hardship is actionable." □

COURT BRIEFS

• The weekly Bradford (Pa.) Journal and The Bradford Era, a daily, have **settled an antitrust lawsuit** in which the Journal charged the Era with predatory pricing and other unfair competitive practices [presstime, July 1984, p. 49]. Terms were not disclosed.

• U.S. District Judge Charles R. Richey in Washington, D.C., dismissed charges brought by the federal government that John P. McGoff, chairman of Global Communications, failed to register as an **agent of South Africa**. Richey said the statute of limitations had expired for bringing a case under the Foreign Agents Registration Act. The government has filed a notice of appeal [presstime, Oct. 1983, p. 13].

• The California Supreme Court upheld a lower court's **dismissal of a $3-million lawsuit** by author William Peter Blatty who sued The New York Times because it omitted one of his novels from its best-seller list.

• The U.S. Court of Appeals for the District of Columbia refused to reconsider a three-judge panel's ruling that the **"fairness doctrine"** is not a "binding statutory obligation." As a result, a decision by the Federal Communications Commission not to apply the doctrine to teletext stands [presstime, Oct. 1986, p. 47].

The plaintiffs—the Telecommunications Research and Action Center and Media Access Project—said they will appeal to the U.S. Supreme Court.

• Synanon, a controversial drug rehabilitation program, has **dropped two libel suits** against David V. Mitchell, publisher of the Point Reyes (Calif.) Light, and his ex-wife and former co-publisher, Cathy C. Mitchell. The weekly won a 1979 Pulitzer Prize for its reporting on Synanon.

Synanon's insurance company also agreed to pay $100,000 to the Mitchells. In return, they dropped their countersuit against Synanon for abuse of process.

• The NBC television network said it will ask a judge to set aside a U.S. District Court jury's **$19.3-million libel award** to entertainer Wayne Newton.

Newton sued NBC over broadcast reports linking the singer to organized crime.

REGULATIONS

PCB transformers draw fine

Newspaper Agency Corp. of Salt Lake City has been fined for violating federal regulations on polychlorinated biphenyls, or PCBs.

The fine resulted from an inspection last February by the Environmental Protection Agency of two electrical transformers containing PCBs. The transformers are housed on the roof of the pressroom where the agency prints The Salt Lake Tribune and the Deseret News.

The company was cited for failing to have properly disposed of a small amount of PCB-laden oil that had leaked from the transformers, for not having a PCB sign on the chain-link fence enclosing the transformers and for failing to register the transformers with the local fire department.

The latter two violations were of regulations that had taken effect two months before the inspection [presstime, March 1986, p. 43].

EPA originally proposed a fine of $27,000, which was appealed by the company. According to Michael J. Brennan, the company's operations manager, the parties have tentatively agreed to a settlement requiring the company to pay $8,400.

One count, alleging that the company had failed to conduct quarterly inspections, was dropped. EPA also reduced fines for the other counts because the company demonstrated "good faith," Brennan said. Among other things, the company showed during the settlement discussions that it had contracted with a firm to remove the PCB-oil from the transformers. □

Tax-law revisions may change status of some newspaper independent contractors

A provision in the new federal tax law may affect the tax status of some people who work for newspapers.

The provision created an exemption from the "safe harbor" provided in earlier law that directed the Internal Revenue Service to stop trying to classify independent contractors as employees for tax purposes.

According to Martin Casey, ANPA manager/government and international affairs, the new provision will not affect independent contract carriers or delivery agents. But it will affect such people as engineers, designers, drafters, computer programmers, systems analysts or other similarly skilled workers.

Newspapers who engage these kinds of workers and who treat them as independent contractors "can expect IRS to move against these situations and attempt to force treatment as employees" for purposes such as withholding, Social Security, pensions and benefits, Casey said. □

REGULATORY NOTES

• ANPA has begun offering a new service to member newspapers—an **"environmental audit"** designed to assure that newspaper operations comply with government regulations.

Upon request, industrial hygienists on the Association's staff will visit a newspaper and scrutinize its health, safety and environmental programs "from top to bottom," said Richard W. Neergaard, manager/environmental services. Following the visit, they will prepare a report with recommendations for improvements if necessary.

According to Neergaard, "many newspapers have expressed concern about their readiness for inspections by government regulators."

The cost for the study will be $250 a day plus expenses. Neergaard said a typical audit should take one or two days.

• The Occupational Safety and Health Administration has announced a preliminary determination that **exposure to four glycol ethers** at the agency's currently permissible limits "may present significant risks to the health of exposed workers." The agency said it is examining options for revising its standards for the chemicals.

The substances are used widely in many industries including newspapers, where they may be found in such things as solvents and blanket conditioners, according to Richard W. Neergaard, ANPA manager/environmental services.

Participation sought in reporting system

ANPA will send 1986 ANPA Accident Reporting System forms to member newspapers this month.

Most of the information to complete the forms may be obtained from the federal Occupational Safety and Health Administration's Form 200, which employers must post in the workplace each year by Feb. 1.

In its third year, the Accident Reporting System allows participating newspapers to identify potential problems, compare their injury and illness records with newspapers of similar size and with the printing and publishing industry as a whole, discuss specific injury and illness rates with insurance carriers, and measure the effectiveness of wellness programs. □

LEGISLATION

Moynihan bill would prevent exclusion based on ideology

Sen. Daniel Patrick Moynihan (D-N.Y.) has introduced a bill that would prevent the federal government from denying anyone entry into the United States on ideological grounds.

Moynihan had called for a review of the nation's immigration laws following the incident last October in which Colombian journalist Patricia Lara was denied entry [presstime, Dec. 1986, p. 56].

His new bill, S 28, also requires that before the government may deny a visa on national security grounds, the attorney general must apply for an order from a special court.

In a development related to the exclusion of foreign journalists from the United States, eight press associations have requested a meeting with Attorney General Edwin Meese III. The groups said they want to "further state our concerns and gain a better understanding of the processes used to exclude aliens."

Signing the letter were representatives of ANPA, the Inter American Press Association, the American Society of Newspaper Editors, the Associated Press Managing Editors Association, the Committee to Protect Journalists, the Magazine Publishers Association, The Newspaper Guild and the Reporters Committee for Freedom of the Press. □

Survey yields surprise: 3rd-class is newspapers' top mail category

Newspapers in ANPA spent more on third-class mail in 1985 than on any other mail class, according to an Association study. They spent an estimated $280 million on third-class, compared with about $260 million for second-class and about $140 million for first-class.

Survey results were extrapolated from the responses of 733 member newspapers who returned a questionnaire that had been mailed to all of the Association's nearly 1,400 members.

Some newspapers told ANPA that they were not able to break their postal expenditures into classes and that, consequently, data were not available. Because of this and other problems, ANPA is exploring a more uniform way of reporting newspaper postage costs to make future surveys more complete.

Association leaders said they suspected newspapers' third-class expenditures are large, but they expressed surprise at the magnitude of the third-class bill indicated by the survey. Newspapers use third-class for total-market-coverage programs and for promotional materials.

"The results of the report will help ANPA represent the interests of newspapers in future postal rate proceedings," said ANPA Director Sandra C. Hardy, vice president of Calkins Newspapers, Levittown, Pa., and chairman of the ANPA Postal Committee. "But despite our status as large third-class mail users—or perhaps because of that status—we intend to continue to encourage the Postal Service to restructure its rates.

"The advertising market is distorted by artificially low third-class rates. We believe it is in the best interest of newspapers and the Postal Service to analyze the market carefully and make necessary corrections," Hardy said.

Because most newspaper companies have cut way back on their use of the mails to distribute their regular issues, some newspaper executives also expressed surprise over the high second-class bill. The study covered a period in which some metropolitan daily newspapers were using second-class for their total-market-coverage programs. That practice virtually ended last June, and as a result, expenditures in all likelihood have decreased. □

POSTAL NOTES

• The Postal Rate Commission may act soon on newspapers' request that the **minimum size for third-class** mail that is presorted by carrier route be enlarged slightly to accommodate newspapers.

The U.S. Postal Service in late summer asked the commission for a recommendation on the new size [presstime, Aug. 1986, p. 3]. Some third-class mailers balked at the idea. The commission then asked the parties to settle their differences.

Postal officials Jan. 14 submitted a settlement plan that third-class mailers did not approve but that included changes ANPA requested: increases of one-half inch in length and one-quarter inch in width, for final maximum size of 14 inches long, 11 3/4 inches wide and 3/4 of an inch thick.

• ANPA said it will intervene in the rate commission's mail classification proceeding filed by four newspapers over **second-class, total-market-coverage** programs.

The commission said it will hear the "live controversy" over postal rules disallowing the second-class TMC practice.

The case was filed by The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner [presstime, Jan. 1987, p. 50].

• The commission agreed to hear an amended ANPA complaint on **detached mailing labels**, one in which the Association has asked for clarification of the definition of a "piece" of mail [presstime, Jan. 1987, p. 48].

Separately, the commission rejected a Postal Service motion that it reconsider hearing the case. The commission said "clarity and understanding would be aided" by taking a look at the issue.

• John N. Griesemer was **elected chairman of the USPS Board of Governors.** Griesemer, 56, is a Springfield, Mo., businessman who has served on the board since 1984.

He succeeded John R. McKean, who served three years as chairman. McKean's term as a governor will expire in December 1991.

Elected vice chairman was John L. Ryan, an Indianapolis businessman.

Canada Post may reduce newspaper subsidies

Newspapers in Canada fared relatively well in a round of postal increases scheduled to be implemented July 1. But they might not be so lucky in coming years because the Canadian government is considering cutting way back on postal subsidies that benefit newspapers.

The government is discussing with Canadian newspaper publishers and other users of subsidized mail how the current $225-million subsidy can be pared to $162 million by 1991 as Canada Post tries to curb its deficits.

Canadian newspaper officials said hardest-hit in any subsidy reduction would be rural, weekly newspapers that depend on the mails for most of their distribution.

James A. Dills, executive director of the Canadian Community Newspapers Association, said many of those newspapers—published in areas with little prospects for growth—could not absorb radical cost increases. "They cannot simply jump from the rate class they're in to something much higher" overnight, he said.

The new rates, announced in January, will include continued free distribution under certain circumstances for weekly newspapers delivered within a 65-kilometer radius of where they are published.

Canada Post will impose a 13-percent increase for the minimum second-class rates affecting most other newspapers.

Canadian newspaper officials say the number of copies affected by that increase is very small. □

No rate increases for at least two years

Officials of the U.S. Postal Service said there will be no rate case filed this year, which means, among other things, that newspapers can look forward to at least two more years without mail-rate increases. It takes about a year for rates to increase after a rate case begins.

Postmaster General Preston R. Tisch had said Dec. 15 in a television interview that the Postal Service would file a rate-increase request in 1987 with new rates to be effective in 1988. However, Tisch later said he "misspoke."

Asked about plans for a rate case to be filed in 1988, a postal spokesman said in late January there were "none as of this time." □

'Declaration of London' calls for joint action against worldwide censorship

Declaring that "where censorship exists it must be contested, and where censorship would be instituted it must be countered," an international conference of journalists has proposed a plan of "joint action" to do just that.

Meeting in London Jan. 16-18, the journalists resolved to continue to protest and publicize abuses against press freedom.

In their six-page "Declaration of London," they also called for:

- Creating a "fund against censorship" to support legal challenges to censorship measures
- Establishing a "censorship hot line"
- Producing public service advertisements spotlighting examples of censorship
- Organizing an "early warning system" to provide advance information on restrictive press measures being proposed
- Dispatching "journalistic missions" to regions where censorship is especially severe.

The meeting was the latest in a series of "Voices of Freedom" conferences organized by the World Press Freedom Committee and Tufts University's Edward R. Murrow Center of Public Diplomacy. The first, in 1981, was attended by 60 journalists and resulted in the adoption of the "Declaration of Talloires," a plan to improve the free flow of information around the world [presstime, July 1981, p. 26].

This year's meeting, "Challenging the Censors: A World News Media Action Conference," attracted 150 journalists from 35 countries.

Setting the stage for the conference was a working paper titled "Censorship: What is it? Where is it?" The document was prepared by the staff of "Index on Censorship," a London magazine.

Addressing the conference, Index Editor George Theiner observed that censorship takes many different forms and "is present, to a less or greater degree, in every country, from the worst totalitarian police state to the most enlightened and tolerant democracy."

Theiner said it "ranges from the total control exercised by dictatorial regimes, to the more subtle pressures exerted in the democratic countries, to the court cases brought in Britain . . . under the Official Secrets Act and the reluctance of successive British governments to consider bringing in freedom of information legislation; from economic intimidation in the form of the withholding of publishing licenses, newsprint allocations or government advertising, to the imprisonment, kidnapping and assassination of troublesome journalists."

Monitoring censorship is the easy part, Theiner added. "The difficult part is to know what to do about it. . . ."

The formal "Declaration of London" adopted by the conference enumerated nine "basic principles that should apply in maintaining a universal, free and uncensored flow of information":

1. "Censorship, direct or indirect, is unacceptable; thus laws and practices restricting the right of the news media freely to gather and distribute information must be abolished," and governments must not interfere with the news content or restrict access to news sources.

2. "Independent news media must be allowed to emerge and operate freely in all countries."

3. "There must be no discrimination by governments in their treatment, economic or otherwise, of the news media within a country."

4. "Government media must enjoy editorial independence and be open to a diversity of viewpoints."

5. "There should be unrestricted access by the . . . media within a country to outside news and information services, and the public should enjoy similar freedom to receive foreign publications and foreign broadcasts without interference."

6. "National frontiers must be open to foreign journalists."

7. "Legal, technical and tariff practices by communications authorities which inhibit the distribution of news and restrict the flow of information are condemned."

8. "Restrictions on the free entry to the field of journalism or over its practice, through licensing or other certification procedures, must be eliminated"

9. "Journalists, like all citizens, must be secure in their persons and be given full protection of law. Journalists working in war zones are recognized as civilians enjoying all rights and immunities accorded to other citizens."

At a press conference following the conference, WPFC Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co., said the proposed action plan has "the potential for significant impact."

"The challenge now is to capitalize on the interest which was shown and translate some of the words into action," he said. □

Russ Hyams, Jalmar Photography, London

Discussing language of the declaration are (from left) Horacio Aguirre of Diario Las Americas, Miami; Alejandro Miro Quesada of El Comercio, Lima, Peru; and Wilbur G. Landrey of the St. Petersburg Times.

20 journalists killed in 1986

Twenty journalists in 13 countries were killed worldwide in 1986, far fewer than in 1985 when 31 died in 11 countries. However, other types of violence against members of the media increased last year, according to an annual survey by Freedom House, an organization that monitors freedom around the world.

The mortality rate in the Philippines, where 16 journalists were killed in 1985, plummeted in 1986 when only two were killed after being ambushed by guerrillas.

Leonard R. Sussman, executive director of the New York City-based organization, cited the Philippines as one of two countries in which there were "major gains" in press freedom. "The Philippines removed the heavy burden of Marcos's oligarchical journalism," he said. "The press is bolder and more diverse than ever."

The other country in which there was substantial improvement was Haiti, which, like the Philippines, turned out of power an entrenched head of government [presstime, Aug. 1986, p. 20].

Mexico was "the most murderous nation" in 1986, with four journalists killed. A fifth journalist was killed there, but that was over a private matter, according to Sussman, who also noted that after his study went to print reporting 19 journalists killed one in Guatemala was murdered.

In addition, 40 journalists were expelled from countries in 1986, compared with nine in 1985; 178 were arrested, compared with 109 the previous year; and 214 were "harassed," representing a substantial increase over the 76 in 1985. Thirteen journalists were kidnapped or disappeared, the same number as in 1985 [presstime, Feb. 1986, p. 39]. □

UNESCO 'disinformation' report criticized

A report being written under contract on "the disinformation campaign against UNESCO" has drawn strong criticism.

The contract was awarded by UNESCO to the Institute for Media Analysis in New York City, a year-old organization whose advisory board is headed by former Irish Foreign Minister Sean MacBride, who chaired a UNESCO commission that in 1980 issued the controversial "MacBride Report" on international communications [presstime, June 1980, p. 14].

The disinformation contract calls for "a section on the use of the press by organizations such as the Heritage Foundation, the Copley News Service and others with the apparent intent of attacking the U.N. system." The agreement is for $24,999—one dollar less than the dollar level at which contracts must be approved by an internal UNESCO contracts committee.

Herbert G. Klein, editor-in-chief of Copley Newspapers and vice president of The Copley Press Inc., said that "mentioning the Copley News Service is typical of UNESCO propaganda efforts. The Copley News Service has no relationship to disinformation." CNS, said Klein, "is in the job of syndicating features and news which is informative in an accurate way. I consider it libelous by a body which is impossible to sue."

Dana Bullen, executive director of the World Press Freedom Committee, said the "directed, secretive way in which this is being handled indicates that a cheap shot against the press is in the making that will add no luster to UNESCO's image." □

WORLD PRESS NOTES

• Timothy Balding, assistant director of **FIEJ**, the International Federation of Newspaper Publishers, was expected to be appointed director of the organization by its board of directors Jan. 28.

A former journalist, Balding would succeed Maribel Bahia, who left FIEJ in August. Balding has been on the staff of Paris-based FIEJ since 1985, serving as executive assistant and editor of the FIEJ Bulletin before becoming assistant director. He was a British news correspondent in the 1970s.

• Nicaragua's opposition daily newspaper, **La Prensa**, closed since June 26 by the Sandinista government, announced Jan. 9 it would try to resume publication. This followed the institution of a new Nicaraguan constitution guaranteeing freedom of expression.

A day later, however, President Daniel Ortega reimposed a state of emergency that suspended press freedom. The newspaper remained closed.

U S West letter highlights BOC competition

One of the seven Bell operating companies, U S West Inc., said it may pull out of the BOCs' joint research project. Some telecommunications experts say the development underscores increasing competition in the phone industry since AT&T's divestiture.

The joint project, called Bellcore, was formed in 1984 as a result of the breakup. Among Bellcore's functions are maintaining common standards for the nation's phone systems and performing research for the local phone companies. U S West said Bellcore's sharing of research data and other work may not be conducive to the competitive relationship developing between the BOCs.

U S West said Bellcore should "develop and expand" exclusive, proprietary research and development activities for individual companies.

To leave Bellcore, a partner must give three years' notice that it may not want to participate. U S West did so in a recent letter.

"In three years, we want to be able to sell our share," said a U S West spokesman.

U S West serves 14 states in the Plains and Mountain States area. □

Christian Science Monitor plans an electronic edition

The Christian Science Monitor is preparing to launch an electronic version.

The nationally distributed newspaper, which is based in Boston, was gearing up in January for a six-month market test.

The service will broadcast articles and other information over an unused portion of an FM-radio frequency. The material would be received by a data decoding device and automatically be printed out in hard copy. It will be a non-interactive system, much like a wire service.

The Monitor said it will use graphics with news stories, but they must be reproducible on the receiving end's dot-matrix printer.

The Monitor is the first national newspaper to launch an electronic edition transmitted on the unused FM frequencies, or FM sideband. □

Daily strives to make copy easier to read

Last spring, a market research study conducted for the Lexington (Ky.) Herald-Leader made a disturbing discovery. The newspaper was being read by a significantly smaller proportion of people with high school educations than with college educations.

Shortly after that, thanks to a computer program that analyzes the readability of prose, the newspaper may have found one reason why—it was writing over most readers' heads. According to the computer analysis, one-third of the stories were written at or above college level.

Today, the Knight-Ridder Inc. daily (morning, circulation 111,162) is experimenting with using that same computer program to improve its readability.

The computer program takes stories from Knight-Ridder's electronic library system, VU/TEXT, and computes three readability scores: the Flesch Reading Ease score, which measures sentence complexity and is based on the average number of words per sentence and the number of syllables per 100 words; the Farr-Jenkins-Paterson score, which is similar to Flesch; and the Gunning Fog Index, which gives an assessment of the readability of material by grade level.

Readability formulas are nothing new. The late Rudolf Flesch, for example, devised his method in the mid-1940s.

What is new is the computer application, which permits quick and easy analysis of large numbers of stories.

Immediately after results of the analysis were in, Herald-Leader Executive Managing Editor Joel Rawson put out the word: "If we want to appeal to more readers and if we want them to easily understand the news they paid 35 cents or $1 to get, we need to watch our writing."

Merritt (right) and reporter Kit Wagar discuss editing of Wagar's stories.

In January, the paper launched a pilot project aimed at helping individual reporters improve the readability of their stories. Harry W. Merritt, projects editor/writing coach, works with six reporters, running their unedited stories through the program and then discussing the findings with them.

The computer program will be valuable if it merely emphasizes the point that "writing needs to be simple and clear," said Merritt. "I think newspapers really have to draw in people. We are not like television where you turn on the set and lie back and watch. It is more of an effort for people to read."

According to Rawson, plans call for the entire content of the newspaper to be run through the program every six months to see if there is any "measurable change" in readability.

Rawson also believes it may be possible to use the program during the writing process. Just as the "H & J" function on an electronic front-end system can give a reporter or editor an indication of how long a story is, the readability program can provide a measure of sentence and word complexity.

Everyone involved in the experiment emphasizes that this computer program is not an answer by itself to clarity problems.

"We are not going to edit the newspaper by computer," said Chairman and Publisher Creed C. Black. "It's simply another tool we can use in trying to make our paper more attractive and readable."

The program may be purchased from the Clearinghouse for Computer-Based Education in Journalism and Mass Communication, a non-profit organization at the University of Miami.

Known as "KR-READ" within Knight-Ridder, it is being marketed as "Readability Online." It is available for $10 by writing to Clearinghouse Director William R. Oates, P.O. Box 248127, Coral Gables, Fla. 33124.

Oates and Timothy E. Stehle, research consultant for Knight-Ridder, said other programs that measure readability are also available. "Four Readability Formulas" is available for $35 from the Clearinghouse. Two other commercially available programs are "RightWriter," from DecisionWare Inc. of Sarasota, Fla., and "Readability Calculations," from Micro Power & Light Inc. of Dallas, Texas.

—Margaret Genovese

Sunday magazine editors form new group

A group of Sunday magazine editors, whose meetings long have been underwritten by Standard Gravure Corp., has reorganized as the self-supporting Sunday Magazine Editors Association, or SunMag.

The Louisville printing company pulled back its financial support after the Bingham family sold it along with other properties including The Courier-Journal. Atlanta businessman Michael D. Shea bought Standard Gravure for $20 million [presstime, July 1986, p. 84].

The Sunday magazine editors subsequently declined offers of support from other printers. A commercial link "really creates some problems," said SunMag President Melissa Houtte, editor of The Dallas Morning News magazine Dallas Life. "We just felt it would be more journalistically pure."

Members, now numbering about 50, will pay annual dues of $50. Registration fees of $200 should support SunMag's annual meeting, to be held this year in Washington, D.C., May 17-19. □

Press more believed than Reagan, poll shows

The public is fed up with news of the Iran scandal, but it believes the press more than it believes President Reagan or Congress, according to the Gallup Poll.

Television, the press and public figures all have lost ground with the public since a similar poll was conducted in 1985. The latest poll, taken Dec. 27 through Jan. 4, found that the believability of newspapers was 63 percent compared with 83 percent in 1985.

Network television news scored 66 percent, down from 83 percent in 1985.

President Reagan was given a believability rating of 52 percent, as against 67 percent in 1985. Democrats in Congress scored 44 percent and Republicans in Congress, 41 percent.

Fifty-four percent of the public said there had been too much news coverage of the sale of arms to Iran and the funneling of some of the money to Nicaraguan rebels.

The poll, sponsored by The Times Mirror Co. of Los Angeles, has a margin of error of plus or minus 3 percent. □

Citizen Bee program draws newspapers' heightened interest

Based on the success of Citizen Bee competitions for high school students last year, newspaper involvement has increased dramatically for the second annual competition, organized by the Close-Up Foundation to fight civic illiteracy.

Organized much like the spelling bees that newspapers traditionally have sponsored, the Citizen Bee tests students' knowledge of American history, economics, geography, politics and current issues while also challenging their analytical thinking skills.

The Houston Chronicle was the only newspaper to act as sole sponsor for one of the Bees held in five pilot states last year. A handful of other papers provided financial backing or other support.

But the surge of participation this year, by more than two dozen newspapers, has taken the Close-Up Foundation pleasantly by surprise. "Now we are seeking to have newspapers become our primary sponsors," said Citizen Bee Director Eric Goldman.

The foundation's president, Stephen A. Janger, said that "newspapers, for the most part, enjoy being part of the struggle against civic illiteracy."

"They have a major stake in it, and I think they are very, very distressed about young people not reading the newspapers," Janger said.

"I see this as being probably the most exciting national competition for social studies in the next five years," said Caroll Jordan, NIE manager for the Houston Chronicle. "If newspapers jump on the bandwagon when (the Bee) is in town, they stand to benefit in terms of community service and in terms of circulation."

Questions for the Bee, including general questions on current issues, now are drawn almost entirely from the source book, *Close Up USA*, published by Close-Up. But Jordan envisions the addition of more timely questions on current events—culled from local, state and national newspaper coverage—for their respective rounds in future competitions.

The Close-Up Foundation, located in Arlington, Va., expects that more than 15,000 students in 17 states will vie for scholarships in the local Bees beginning in March.

The competition culminates in the final round June 23 in Washington, D.C., with top winners receiving scholarships ranging from $1,000 to $3,000. □

Studies focus on credibility, endorsements and innovation

BY GUIDO H. STEMPEL III

Cecilie Gaziano and Kristin McGrath of Minnesota Opinion Research, which conducted the credibility study for the American Society of Newspaper Editors [presstime, May 1985, p. 56], have provided additional analyses of those data.

They report that credibility is not something you can measure adequately with just one question. Through factor analysis, they found 12 items that seemed to go together to form a credibility scale. The items were whether newspapers are fair, unbiased, tell the whole story, are accurate, respect people's privacy, watch out for people's interests, are concerned about the community's well-being, separate fact from opinion, can be trusted, are concerned about the public interest, are factual and have well-trained reporters.

A lot of credibility research has focused on getting respondents to say which is more credible—newspapers or television. Gaziano and McGrath point out that in the ASNE study, people who thought newspapers were credible also thought television was credible, and vice-versa.

They also found that respondents rated newspapers slightly higher than television on local news and rated television slightly higher on coverage of natural disasters.

This article appears in the Autumn 1986 Journalism Quarterly.

• • •

The extent to which newspapers endorse Republican presidential candidates is well-known, but what about campaign issues? A study by Byron St. Dizier, assistant professor of communication studies at the University of Alabama—Birmingham, indicates there is much less support for the Republican position on issues.

St. Dizier mailed a questionnaire to editorial-page editors at 114 randomly selected newspapers of more than 50,000 circulation. Seventy-five percent responded.

President Reagan was endorsed in 1984 by a majority of the responding newspapers—57 percent to 33 percent, with 10 percent not endorsing. St. Dizier asked what stand the newspapers had taken regarding nine issues on which the Democratic and Republican platforms took opposite stands.

On only one of those nine issues, abolishing the Department of Energy, did more papers support the Republican position than supported the Democratic position.

Among the newspapers that endorsed Reagan, a majority opposed the Republican position on equal rights, taxes, limiting covert activity, school prayer, abortion and tuition tax credits. On aid to the contras, a plurality opposed the Republican position, with about a fifth not taking a position.

On the other hand, the newspapers that endorsed Walter Mondale supported the Democratic position on all nine issues. St. Dizier suggests this may explain the tendency for endorsement editorials not to deal with issues. His study also appears in last fall's Journalism Quarterly.

• • •

Experienced editors and publishers are more likely to be innovative than inexperienced ones. That's one of the findings of a study at the School of Journalism at the University of North Carolina.

A mail questionnaire was sent to editors and publishers of 331 daily newspapers. Newspapers were selected randomly, but the selection procedure was weighted for circulation. For example, a newspaper with 100,000 circulation had 10 times as much chance of being included as a newspaper of 10,000 circulation. Response rate was 74 percent.

Innovativeness was defined in terms of readiness to introduce new products, readiness to adopt new production technology and involvement with electronic information systems.

Other findings were that editors and publishers of larger newspapers were more innovative than their counterparts at smaller newspapers, and that more innovative editors and publishers perceived newsroom morale as higher. Market competition was found to be unrelated to the degree of innovativeness.

The study appears in the Fall 1986 Newspaper Research Journal. The article was written by Sharon H. Polansky, a doctoral student at UNC, and Douglas W. W. Hughes, who received his master's degree from UNC and is now a doctoral student at the University of Southern California. The data were gathered by Philip Meyer, William Rand Kenan Jr. professor at North Carolina. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Discount plan draws reaction

RJR Nabisco is asking newspapers to accept an unusual, earn-as-you-go discount contract under the newspaper business' NEWSPLAN volume discount program. The early response from some newspapers indicates a mixed reaction.

Instead of making a commitment to buy at least six pages in 1987 and thereby qualify for a participating newspapers' minimum NEWSPLAN discount rate, the Winston-Salem, N.C., conglomerate proposes a contract in which it makes no commitment to buy a specific minimum volume of advertising space. Instead, it proposes to purchase space at a newspaper's "open" rate (generally the most expensive) and receive a credit or rebate from the newspaper if it turns out that it purchases enough space during the contract period to qualify for a discount.

In a Dec. 29 notice sent to about 700 newspapers, RJR Media Services said "the nature of today's business environment" does not provide it the "luxury" of projecting a level of advertising activity 12 months in advance, as required currently to earn a discount under NEWSPLAN.

The company also maintained that its plan is "the standard practice of every non-newspaper print media vehicle in the media industry that offers any type frequency or volume discount."

In some markets, the company will have no problem meeting the minimum volume required to qualify for a discount, said RJR spokeswoman Maura Payne. "In the others, we would just like the flexibility to read our business needs . . . as the year progresses."

Although Payne reported response to the proposal "has generally been positive," some newspapers have not accepted it.

The Dallas Morning News has notified RJR that its normal practice is to allow an advertiser only about 60 days to back-date a contract.

The Kansas City (Mo.) Star and Times will inform RJR that it will not accept the contract at the present time, but will remain "receptive" to any industry-wide decision to change NEWSPLAN policy, according to Jack E. Hines, general advertising manager. "I'm not saying I wouldn't do it; I'm just saying I don't want to do it by myself," he said.

NEWSPLAN was adopted by the newspaper business to provide national advertisers with an incentive to purchase more newspaper space. In return, newspapers get an indication of the amount of business they can expect during the year, which assists them in planning purchases of such things as newsprint and ink. According to the Newspaper Advertising Bureau, just under 1,100 daily newspapers participate in the program. □

Annual NoRMA winners named

Winners of the 16th annual NoRMA Awards competition for outstanding newspaper advertising were announced in mid-January.

Winners of the contest sponsored jointly by the Newspaper Advertising Bureau and the National Retail Merchants Association include Macy's of New York in the over $250 million in sales category; ZCMI of Salt Lake City, $100-250 million; Raleighs of Washington, D.C., $50-$100 million; NBO Stores Inc. of Secaucus, N.J., $25-50 million; H.A. & E. Smith Ltd. of Hamilton, Bermuda, $5-25 million; and Bockstruck's of St. Paul, less than $5 million.

Donaldsons of Minneapolis won in the institutional category; Nordstrom of Seattle and Neiman-Marcus of Dallas tied for the new "best use of color" category; and John Wanamaker of Philadelphia won the public-service category. □

Regional auto ad campaigns can benefit newspapers

BY CRAIG C. STANDEN

Cut-rate financing—2.9 percent, 2.4 percent and even 0 percent—made the headlines in automotive advertising last fall. But according to Val Corradi, the Newspaper Advertising Bureau's vice president for automotive advertising, the long-range phenomenon newspaper advertising people should be thinking about is the regionalization of auto advertising.

Several manufacturers are introducing regional marketing and advertising programs that could trigger major changes in the way cars are advertised and merchandised. Behind these programs is the rapid growth since the mid-1970s of dealer associations and their ad budgets.

Ford and Chrysler were the pioneers in organizing their dealers into marketing entities, establishing unified groups that generated additional funds to increase impact in the marketplace beyond national spending and local dealership dollars. They were followed by General Motors and then by many of the import makes.

Today, none of the major auto makers carries the full burden of investing huge sums on a national basis to bring shoppers into their dealers' showrooms. Although image-building, factory advertising still runs on network TV and in national magazines and newspapers, local-dealer and dealer-association advertising is being relied on to do more of the image-building work as well as the in-close selling. The dealer-association funds usually are augmented by sizable matching contributions from the factories.

Since 1980, factory advertising in newspapers has risen 81 percent. But dealer-association advertising has gone up 140 percent, and local-dealer spending 313 percent.

The 10-year trend is even more striking. From 1975 to 1985, factory dollars spent in newspapers by Chevrolet and Ford went up 68 percent and 33 percent respectively. But dealer-group spending grew by 742 percent and 771 percent, and local-dealer spending by 460 percent and 493 percent, respectively.

Today, dealer associations spend well over $1 billion per year in all media—the bulk of it in spot TV. But newspapers' share is growing. Many newspapers have capitalized on this potential by introducing special, automobile-dealer-association advertising rates.

The shift in emphasis toward local selling has most recently been reflected in the automakers' "national" advertising efforts.

Chevrolet has been the leader in regionalized "national" campaigns. A couple of years ago, Chevrolet hired a relatively small Los Angeles ad agency, Vic Oleson and Partners, to create a $10 million "Cal-

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

ifornia only" campaign, which resulted in a positive turnaround in sales and dealer attitudes. Similar programs met with success in the Northwest and other test areas.

Last year in Texas, where pickup trucks have been enjoying a vogue as personal cars, Chevrolet spent $4 million for a local promotion for Chevy trucks. Now Chevy has made regionalization official—embarking on a nationwide effort with a budget of more than $50 million carved out of advertising funds that used to be considered national.

Robert Burger, general manager of Chevrolet, recently told Automotive News that his advertising philosophy has changed to a more regional focus, and he called the shift long overdue.

"Those markets shifted before we recognized they had," he said. "Now we have to go after them aggressively. We've found it just doesn't do any good to spend a lot of money trying to move a car that's doing well nationally in a market where it's not doing well at all. The demographics and the people are just not there."

Now in place are six Chevrolet area marketing managers under the direction of a field marketing manager reporting directly to Burger. They have authority to supervise and coordinate advertising and promotion campaigns in their areas according to market demand, product preferences and other local considerations. And Campbell-Ewald, Chevy's lead agency, has restructured its operations along similar lines.

Other GM divisions are also moving toward more regionalization of their advertising. Buick's agency, McCann-Erickson, recently set up a separate Regional Marketing Organization, with offices in six major cities and with sole responsibility for implementing Buick market-by-market activities.

Ford and Chrysler have also joined the trend to regionalization. John Vanderezee, Ford Division's ad manager, told Madison Avenue magazine recently, "We're doing more regional advertising than in the past, and this has had an effect on our need for network television. We know where our sales and marketing problems are, and what better way to attack them than on a local or regional basis."

Art Kesteloot, Dodge's national ad manager, told Madison Avenue, "We have special campaigns and special media buys in the South and Southwest. We have a New England campaign. We have a California/West Coast campaign. It's (a matter of) recognizing sales trends and consumer wants and needs."

The trend toward regional advertising by automakers gives daily newspapers an unparalled opportunity to increase automotive revenues. After all, we offer automotive advertisers the ideal vehicle for locally oriented new-car marketing. Newspapers, both large and small, provide exceptional coverage, speed, flexibility, upscale demographics and real cost efficiency.

And newspapers today have become expert at forming ad hoc networks—joining forces to give advertisers complete coverage of market areas and offering a full range of market data, readership and audience data, and other data.

All in all, targeted marketing on a regional basis is becoming increasingly important to automakers and represents an outstanding opportunity for newspapers to capture more automotive dollars. □

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Labor and the new Congress

BY CLAUDIA M. JAMES

With the change in leadership in the U.S. Senate from Republicans to Democrats, there is likely to be more activity in the labor and employee-benefit areas than has been seen in the last six years.

The centers for such activity in the recently convened 100th Congress are expected to be the Senate Committee on Labor and Human Resources, which is now chaired by Edward M. Kennedy (Mass.) who has a longstanding interest in these issues, particularly health benefits, and the labor subcommittee, which is chaired by Howard M. Metzenbaum (Ohio).

Significant attention is expected to be devoted to "mandated" benefit issues. Kennedy, in previous Congresses, has advocated mandated health benefits, catastrophic health coverage and insurance pools for the uninsurable.

Efforts to expand on the COBRA (Consolidated Omnibus Budget Reconciliation Act) health-coverage provisions passed in the 99th Congress also are expected. Under COBRA, employers with 20 or more employees are required to offer extended health coverage to former employees, divorced spouses, widows and dependents. Organized labor is very much behind these efforts.

Among labor's other priorities is job security—the major goal for most unions today at the bargaining table. The labor movement is looking to Washington in its quest for job security and for continuation of benefits. In the last Congress, this translated into a strong push for plant-closing legislation. In this Congress, the plant-closing/job-retraining issue is likely to be aired in the context of the "trade" debate—international trade being the hottest issue in the 100th Congress, apart from the Iran/contra affair.

Legislation considered in the last Congress would have required a 90-day advance notice to workers in the event of a plant closing or permanent layoff involving 50 or more employees. The legislation was narrowly defeated on the House floor, a real defeat for labor. One of the reasons for the bill's demise was Labor Secretary William E. Brock's promise to create a task force to review plant closings and work force reductions and make some recommendations. That task force's report in mid-January recommended assistance for displaced workers, with the focus on job retraining.

While the report does not specifically propose any new tax on employers, it suggests that alternative funding methods should be considered if general revenues are not available to fund these programs.

It is expected that bills will be introduced that would prohibit testing of employees for drugs, and hearings are likely on this issue.

A second labor priority item—"parental and medical leave"—is also expected to be back and very seriously considered in the 100th Congress. The parental leave legislation approved by two House committees in the last Congress would require employers of 15 or more people to give 18 weeks of unpaid leave for the birth, adoption, or serious illness of a child or parent and 26 weeks' leave for personal illness with no loss of job or health care benefits.

Under the proposed legislation, employees with three months or more service would qualify for the leave, and employers could seek a second medical opinion in the case of medical leave. The legislation had 120 cosponsors but failed to be considered by the full House of Representatives.

However, there will be even more interest in moving the bill through the House in this Congress because it is likely to receive a more favorable reception by the new Senate.

Many feel that coverage of an employer of 15 employees will be very difficult for such a small business. However, there is a good chance that some version of this legislation will pass the 100th Congress, perhaps with threshold coverage set at a higher number.

Another bill that has been reintroduced in both houses of Congress is "employee notification" legislation that would require the government to notify workers at increased risk of occupational disease because of hazardous substances in the workplace. A risk-assessment board would be established within the Department of Health and Human Services to assess which workers are at risk and then to notify them. Opponents fault this legislation as an unnecessary overlay to the "hazard communication" standard and for its failure to give notice and an opportunity to comment to employers before notifying their workers. They also see it as valuable ammunition for plaintiffs in workers compensation and tort cases.

The Senate Labor Committee also is expected to give close scrutiny to administration of the Occupational Safety and Health Act, particularly enforcement of employer record-keeping requirements.

And both the Senate and House labor committees are expected to hold oversight hearings on enforcement of the wage and hour laws, particularly in the area of child labor restrictions. Another first order of business will be serious efforts to raise the minimum wage, an effort strongly supported by organized labor.

It is very likely also that legislation will be passed restricting the use of polygraphs as a screening device and investigative tool by private employers. The House passed such a bill in the 99th Congress.

Introduction is expected of legislation that would prohibit drug testing of employees, and hearings are likely on this issue.

In the last Congress, Sen. Charles E. Grassley (R-Iowa) mounted an effort to amend the Hobbs Act to cover acts of union violence. This type of proposal will face increased difficulty this time around, given the changeover in the Senate.

Another area of expected change involves confirmation of presidential appointments.

The Senate Labor Committee, under Kennedy, undoubtedly will take a more critical view of Reagan appointments to fill any National Labor Relations Board vacancies or other labor posts subject to Senate confirmation. □

James is an ANPA assistant general counsel.

Spectrum of human resources covered in 2-day conference

People are assets and investing in them returns the biggest dividends to a company, a management expert told the opening session of the 8th annual ANPA Labor and Personnel Relations Conference.

That theme—the relationship between personnel and the bottom line—was continued throughout the fast-paced conference in Boca Raton, Fla., Jan. 12-13 as various sessions focused on the variety of ways that productivity can be enhanced by better personnel management.

Jack Hutton, The Boca Raton News

George S. Odiorne

People also are an expense item, said the kickoff speaker, George S. Odiorne, who has been described as one of the fathers of the management-by-objectives system. Odiorne urged the nearly 130 participants to use the "portfolio" method to measure the growth potential of their human resources share of the market.

In assessing the portfolio, it may be prudent to "divest" the few who have no potential, Odiorne said. There is a limited amount of money to spend on developing people, he said, and most of it should be spent on "building your potential stars"—the people that usually comprise about 10 percent of a company's employees. One strategy in developing employees is a formal "mentoring" program. "See that they get the opportunity to work under mentors," said Odiorne, a professor of management at Eckerd College in St. Petersburg.

In addition to "mentoring," such topics as "downsizing" (reducing the workforce) and "outplacing" (job-hunting assistance for laid-off workers) were discussed by a panel of experts.

Expense control also was an important issue at the conference. Most publishers want to put out the best newspapers they can, and there is "always the temptation to add people," said P. Anthony Ridder, president of Knight-Ridder Inc.'s Newspaper Division. "Cost control and productivity gains are vital," he said.

Too often, Ridder said, publishers have gone along with union demands in labor negotiations. "Outdated, restrictive work practices should not be tolerated," he said. "We must publish under any circumstances, including strikes, and unions need to know that."

The rising cost of health care was addressed by Dallas Salisbury, president of the Employee Benefit Research Institute in Washington, D.C., who said health-care expenditures "will increase regardless of what we do." Demographics, including an aging workforce, "dictate it," he added. The cost of health insurance for retirees is a "huge liability" that in many cases is not being properly funded by employers, Salisburg said, and there is a possibility that new laws will make it a legal liability.

Another human resources area that needs attention, according to Ridder, is the recruitment of non-newsroom employees.

Octavia Harriston, employment manager at the Chicago Tribune, suggested one way to improve that situation is to cultivate relationships with promising young people while they are still in college. By doing this, she said, many students who would never have considered a newspaper career unless they were journalism or communications majors could be convinced that such a career is "an interesting career alternative."

"I am not a great believer in job fairs," she said. "I see them as shooting with buckshot as opposed to taking more careful aim and identifying students with the greatest potential."

The 1988 conference will be in Phoenix Jan. 10-13. *—Clark Newsom*

Sex bias suit settled for $750,000

An 11-year-old lawsuit charging The New Haven (Conn.) Register and Journal-Courier with sex discrimination in newsroom pay and promotions has been settled for $750,000.

The settlement, which was approved by U.S. District Judge Warren W. Eginton following a trial, included $475,000 to the plaintiffs' lawyer, a company spokesman said.

The 23 female plaintiffs will receive payments ranging from $479 to $12,446 each. More than 100 members of the class-action part of the suit will receive about $166 each [presstime, Oct. 1982, p. 53]. □

Publishers say recruiting is top personnel concern

The primary human resources concern of publishers at newspapers under 80,000 circulation in the United States is recruiting and retaining good employees across the board.

That's the result that emerged from a telephone survey of publishers by the ANPA Human Resources Department. The survey was made at the request of the Personnel Relations Subcommittee of the Association's Human Resources Committee.

Recruitment was followed by employee welfare and then training as priority issues. The next issues of concern were wage and salary programs and minority hiring.

ANPA Manager/Personnel Relations Patricia P. Renfroe said calls were placed to 50 publishers representing at least one newspaper within each state in the continental United States. Their circulations ranged from 21,000 to 80,000. Thirty-six publishers responded to the survey.

In addition to the five principal issues, the publishers expressed concern about:

- Substance abuse/drug testing
- Productivity
- Safety
- Interpretation of wage-hour laws
- Smoking in the workplace
- Performance appraisals
- Retirement planning
- Tax laws.

The publishers also were asked if they anticipated any union organizational drives at their newspapers in 1987. Only four responded affirmatively. However, several of the newspapers were already totally organized.

"Circulation size of the newspapers surveyed seemed to have little or no correlation with the issues mentioned," Renfroe said. "Many human resources management issues are the same regardless of size." □

Recent contract settlement

Indianapolis Star and News, Teamsters: Five-year agreement covering drivers, warehousemen, dockmen and mechanics; retroactive to Oct. 1, 1986.
(Details in February 1987 ANPA Labor & Personnel Relations Letter.)

Strike activity at newspapers drops to record-low level

In 1986, for the first year since ANPA began keeping an annual strike summary nearly a half-century ago, no strike was started against a U.S. newspaper.

There were job actions during the year at two Canadian dailies, however. Both involved Typographical Union No. 145 in Quebec.

The union called a three-day strike in July over terms of an initial labor agreement covering advertising support workers at The Gazette of Montreal. The newspaper did not lose any publication days.

In the other action, publication of Le Nouvelliste in Trois-Rivieres was suspended between May 30 and June 21 in a dispute over new contract terms for production employees. The workers claimed they were locked out, but the company contended that the union had engaged in a strike beginning with a work slowdown May 29.

A spokesman for the printing sector of the Communications Workers of America (formerly the International Typographical Union) suggested that the low level of strike activity in 1986 might be attributed to the fact that fewer contracts expired during the year.

But David J. Eisen, director of research and information for The Newspaper Guild, said the reason was that "new technology has made it increasingly difficult to shut down a newspaper." Eisen said 1948 had been the last year in which the Guild was not involved in a newspaper strike.

As 1987 began, the only continuing newspaper strike in North America was at the Chicago Tribune, where pressmen represented by the Graphic Communications International Union and printers and mailers represented by the old ITU walked out in July 1985. The Tribune has continued to publish.

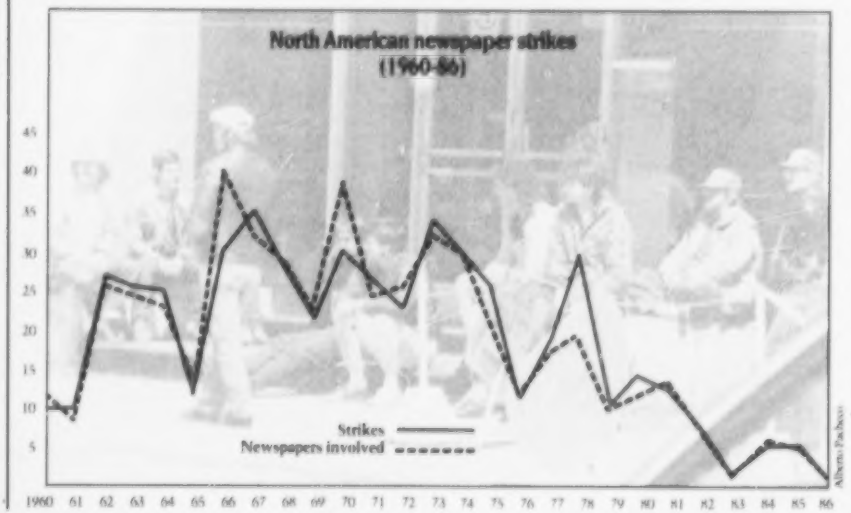
Two other labor disputes that predate 1986 ended with settlement agreements during the year. They were at The Sacramento Bee, where ITU printers walked off their jobs in 1978, and at The News of Paterson, N.J., where printers struck in 1981. Both newspapers published throughout the strikes.

In 1987, "We may see a few strikes at smaller newspapers arising from organizing efforts by the CWA," said Charles D. Cole, ANPA manager/labor relations. □

Guild certified at Ontario daily

The Ontario Labor Relations Board has certified the Southern Ontario Newspaper Guild as bargaining representative of advertising department employees at The Expositor in Brantford.

Certification came after a majority of the 29 inside and outside advertising employees signed cards authorizing the Guild to represent them. The union already represented editorial and circulation employees at the daily. □



CWA printing sector phasing out operations in Colorado Springs

The merger of the International Typographical Union and the Communications Workers of America became official Jan. 1. The former ITU, founded in 1852, is now the Printing, Publishing and Media Workers sector of the CWA.

The merger was effective 15 days after the American Arbitration Association certified the results of an ITU referendum in which the members voted by a 4 to 1 margin in favor of the merger proposal [pressstime, Jan. 1987, p. 57].

With the merger's implementation, sector President Robert S. McMichen and Secretary-Treasurer Thomas W. Kopeck began planning to relocate to Washington, D.C., where CWA has headquarters.

Under the terms of the merger agreement, the sector's three vice presidents are not required to reside in the Washington area.

About 50 of the 60 people employed by the ITU at its Colorado Springs headquarters were temporarily hired by the CWA to phase out operations there. Eight employees took early retirement.

The ITU Negotiated Pension Plan will remain in force, and the Union Printers Home in Colorado Springs will continue as a separate entity. Former ITU international representatives and organizers will continue to service the printing sector's membership.

Retirees can remain as sector members by continuing to pay the $1 per month they now pay toward a mortuary fund. Starting in 1991, retirees may continue as voting members of the international union by paying 1.15 percent of their pensions, excluding Social Security.

It was also announced that a two-day conference of the printing sector will be held just prior to the CWA's July 27-31 convention in Miami Beach.

Meanwhile, members of former ITU mailers' locals in Cincinnati, Louisville, Minneapolis-St. Paul, Phoenix, Seattle and Topeka, Kan., have followed the lead of San Francisco mailers in voting to disaffiliate from the ITU—a move that is widely viewed as a first step toward possible affiliation with the Teamsters union.

But CWA President Morton Bahr said his union would not "stand idly by and let the Teamsters decimate the ranks" of the former ITU. "We have not gotten this far to see the ITU torn asunder by a rejected rival," he said. In 1985, ITU members voted by a 2 to 1 margin against merging with the Teamsters. □

Newspapers study employee reports of hand, arm injury

Published reports that users of video display terminals have experienced pain in their hands, wrists or arms have called attention to "repetitive strain injury," or RSI.

Not only VDT users but others who make repetitive movements while doing their jobs may be subject to such injuries, said Richard W. Neergaard, ANPA manager/environmental services.

One type of repetitive strain injury, he said, is known as carpal tunnel syndrome, which results from damage to, or pressure on, the medial nerve. The medial nerve is located in the arm and travels through a portion of the wrist known as the carpal tunnel. "Improper wrist angle when performing a repetitive task is frequently the primary reason for (its) onset," he said. Other types of RSI injuries include those that involve similar "tunnel" areas found in the elbows, knees and ankles.

The Los Angeles Times is among the newspapers where some VDT users complained of RSI. But Neergaard said reports of such cases are rare.

Other large newspapers, such as The Record of Hackensack, N.J., have not received complaints about RSI.

The Denver Post and some other papers have reported cases of carpal tunnel syndrome in the mailroom and pressroom.

"Our members complain more of visual problems from VDT use than musculo-skeletal problems," said David J. Eisen, director of research and information for The Newspaper Guild. The Guild Reporter has reprinted a lengthy article on RSI that was published in the January-February issue of Columbia Journalism Review. □

Corrections

In a list of arbitration awards in the December issue (p. 71), it was incorrectly reported that an arbitrator upheld the discharge of a switchboard operator at The Patriot and The Evening News in Harrisburg, Pa. The arbitrator overturned the discharge and ordered the grievant's reinstatement with back pay.

Also, the contract settlement between the San Diego Union and Tribune and the ITU became effective Sept. 1, 1986, when signed. It was not retroactive as reported in the November issue (p. 68).

Presstime regrets the errors. □

Arbitrator upholds Guild in 'byline strike' dispute

A four-day "byline strike" at The Plain Dealer of Cleveland by members of Local 1 of The Newspaper Guild did not violate a labor agreement, an arbitrator has ruled.

The dispute arose when a sportswriter received a one-week disciplinary suspension for what the newspaper contended was poor job performance. To protest the action, a high proportion of reporters decided to withhold their bylines from stories.

The Plain Dealer filed a grievance, arguing that although individual reporters may withhold their bylines under a section of the labor agreement, group action was not permitted.

The labor agreement states that an employee's byline "may be used" unless the employee "specifically requests otherwise."

In dismissing the company's grievance, Arbitrator Harry Graham, a Cleveland State University professor, found that the contract language did not contain any restrictions on the right of employees to withhold their bylines. "The agreement has been renegotiated since the union last conducted a byline strike in 1979," he said. "The employer had an opportunity to seek and secure a modification in the language governing withholding of bylines. It did not take advantage of that opportunity."

The ruling in Cleveland was the opposite of one issued in a case involving the Rockford (Ill.) Register Star and another Guild local [presstime, June 1985, p. 86]. However, Arbitrator Graham said the two situations were different.

First, he noted, the contract language in Rockford provided that "the affixing of a byline is the prerogative of the publisher." Secondly, the dispute there occurred in the context of negotiations for a new agreement.

"Those factual differences are of such magnitude as to render (the Rockford case) of little value as a guide to the outcome of this dispute," he said. □

Additional arbitration awards

Baltimore Sun, Guild: Louis Aronin found that the company violated the labor agreement by permanently transferring a reporter from Baltimore to Annapolis without the reporter's consent.

Columbus (Ohio) Dispatch, Teamsters: Fred E. Kindig ruled that the company has the right to require a medical statement when an employee refuses a mandatory overtime assignment, claiming illness, if the company has good reason to question that sickness is involved.

New York Daily News, Mailers: Richard Adelman found that the company is required to include foremen and assistant foremen in a layoff unless it can demonstrate that because of special circumstances one or more of them should be retained.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

NLRB elections

Fresno (Calif.) Bee, ITU: Composing room employees voted 25-23 against continued representation by Typographical Union No. 144.

(NLRB Case No. 32-RD-727)

San Mateo (Calif.) Fuchs Publications, Guild: Production employees at the company's four weekly newspapers voted 5-3 against representation by the Northern California Guild, Local 52, and editorial and commercial employees voted 15-8 against the union.

(NLRB Case No. 20-RC-16076)

Vineland (N.J.) Times Journal, UAW: In separate elections, advertising employees voted 10-0 against further representation by District 65, United Auto Workers, and production employees also voted against it, by 44-34.

(NLRB Case Nos. 4-RD-1302, 4-RD-1315)

Kenaf tests 'encouraging'; financing sought for mill

Results of a January test at a Beloit, Wis., paper mill to turn kenaf into newsprint were "very encouraging" to backers of the project, so the group is now pursuing financing for construction of the first kenaf newsprint mill.

That was the assessment of one of the principals in the undertaking, Jerry K. Stanners, chief executive officer of The Bakersfield Californian. The Californian owns 42.5 percent of Kenaf International, which conducted the Beloit tests.

Stanners said the paper produced in Beloit was in limited quantity. The next hurdle—a larger commercial test in the fall—will be to make 200 to 300 metric tons of newsprint, which then will be tested in a newspaper production environment.

The pilot paper tests at Beloit Corp. followed pulping trials last fall at the C.E. Sprout Bauer Mill in Springfield, Ohio. The pulp produced from the fast-growing fibrous plant intitially was said to measure up to conventional wood pulp in brightness and opacity [presstime, Nov. 1986, p. 70].

However, a more detailed examination by officials of the U.S. Department of Agriculture and of the Ohio mill indicated that the pulp not only measures up but in some ways may surpass traditional newsprint. According to William Bohn, research director of the test facility at the Ohio mill, kenaf newsprint has a "superior brightness and high opacity which should lead to a unique newsprint sheet, perhaps even one that other sheets will be compared against."

Stanners said the principals in the kenaf venture are encouraged by what they have seen so far but are reserving final judgment until the pulp and paper have been produced in larger quantities and have received extensive newspaper field testing.

Even so, the testing so far has convinced KI officials that a kenaf mill in southern Texas, west of Brownsville, and the growing of 25,000 to 30,000 acres of kenaf in that area is feasible. If the financing can be arranged—and Stanners is confident it can—KI would like to break ground for the mill in January 1988 and have it operating by December 1989.

The most immediate goal is to grow enough kenaf to allow the papermaking tests to be conducted later this year. It takes about 120 days to grow kenaf from seed to harvesting, so a planting at the end of March should yield mature plants at the end of July.

Stanners said the USDA has provided a great deal of technical research and expertise in recent years. ANPA also has supported kenaf research because, unlike trees, the plants could provide a quickly renewable supply of newsprint.

Like The Bakersfield Californian, Agrifuture Inc. owns 42.5 percent of KI. KI General Manager Charles S. Taylor owns the remainder. □

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New mill boosts capacity outlook

Newsprint capacity in the United States could increase through 1989 more than previous estimates because of recently approved plans for a new mill in Grenada, Miss.

The American Paper Institute, in its annual study of U.S. paper, paperboard and wood pulp capacity, said newsprint capacity probably will increase about 2 percent, or about 109,000 short tons (98,883 metric). It attributed growth to improvements scheduled for existing facilities.

But Mississippi Chemical Corp., a farmers' cooperative, announced after the API study was published that it will build a newsprint mill with capacity of 204,000 metric tons a year [presstime, Nov. 1986, p. 72].

Start-up of the new mill is planned for September 1989. The $300-million plant will be operated by a new company called Newsprint South Inc.

In its study, API also said total U.S. newsprint capacity in 1986 was 5.32 million metric tons (5.86 million short tons, as API reports its figures), reflecting an increase of only 77,111 metric tons, or 1.5 percent, since 1983. No new machines were brought into production during this period. Capacity gains from improvements to existing plants have been offset largely by the shutdown or conversion of about 272,155 metric tons of capacity to other grades.

In other survey findings:

- There were 45 newsprint machines in the United States in 1985, representing 3.6 percent of all machines that produced paper in the country.
- Newspapers represented about 17 percent of the 16.14 million metric tons of recycled paper in 1986. That is expected to rise slightly—to 17.79 percent—in 1989. However, the overall volume of recycled paper is expected to increase from 23.6 percent of all U.S. paper produced last year to 24.4 percent in 1989. □

UPIU contract ratified; talks continue at two mills

A three-year contract has been ratified between the United Paperworkers International Union and FSC Paper Corp. at the company's newsprint mill in Alsip, Ill.

Workers will receive a $1,000 lump-sum increase in the first year, no increase in the second and a 3-percent raise in the third.

Negotiations continue between the UPIU and two mills where contracts expired last year: Augusta (Ga.) Newsprint Co. and Champion International Corp. in Sheldon, Texas.

In Canada, talks started between the Canadian Paperworkers Union and Rothesay Paper Ltd. in St. John, New Brunswick.

The contract for one of the union locals expired Dec. 31. The contract for the other local will expire June 30 [presstime, Jan. 1987, p. 68]. □

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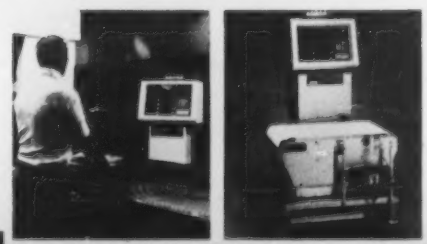

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Consumption continues its upward trend

Newsprint consumption by all U.S. users increased 3.8 percent in November 1986 compared with the same month a year earlier, while U.S. daily newspapers' consumption rose by 2.6 percent. There was one more Sunday in November 1986.

Consumption of all U.S. dailies for the first 11 months of 1986 grew 2.4 percent to 8.148 million tons from 7.955 million tons for the same period of 1985.

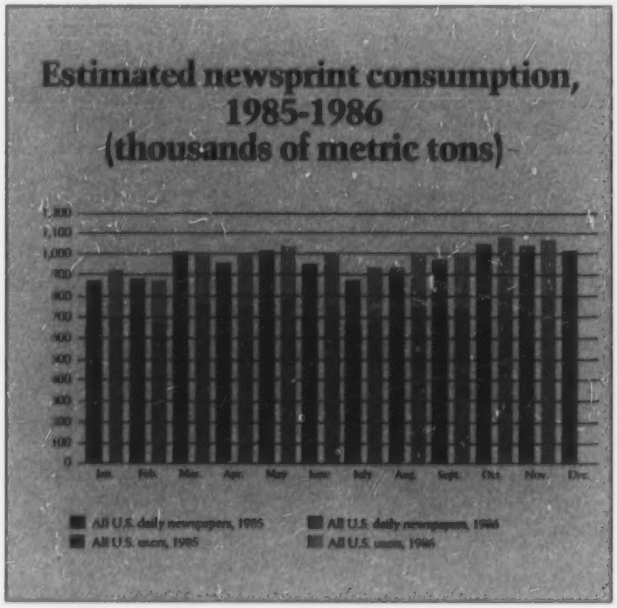
At the end of November 1986, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 39 days' supply, compared with 44 days a year earlier. Stocks of North American mills were down about 15.3 percent from the previous year's level.

The operating rate for Canadian mills last November was 97 percent, while U.S. mills had an operating rate of 96.1 percent.

Shipments from Canadian mills were up 3.3 percent from November 1985 levels, while Canadian shipments to the United States rose just 0.5 percent for the same comparative period. Shipments within Canada increased 7.2 percent and those to overseas markets increased 14.6 percent.

Domestic shipments from U.S. mills increased 2.3 percent, and U.S. shipments overseas were 22.1-percent higher than in November 1985.

Production increased 2.9 percent for all North American mills. U.S. production for the month increased 3.4 percent from November 1985, and Canadian production went up 2.6 percent for the same period.



Estimated consumption of all U.S. users

	1986	1985	% Change
September totals	998,655(r)	985,158	+1.4(r)
October totals	1,086,251(r)	1,051,253	+3.3(r)
November totals	1,081,073(p)	1,041,352	+3.8(p)
Eleven-month totals	10,927,770(p)	11,587,092	+3.4(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	October 1986(r)	October 1985	% Change
Northeast	212,843	189,933	+12.1
North Central	169,404	166,999	+1.4
South	249,511	246,951	+1.0
West	175,487	175,171	+0.2
Circulation size			
up to 25,000	55,150	57,365	-3.9
25,001-100,000	164,269	157,921	+4.0
Over 100,000	587,826	563,768	+4.3
October totals	807,245	779,054	+3.6
Ten-month totals	7,343,285	7,170,800	+2.4
Region	**November 1986(p)**	**November 1985**	**% Change**
Northeast	211,596	198,543	+6.6
North Central	169,733	163,747	+3.7
South	252,629	249,110	+1.4
West	171,277	173,138	-1.1
Circulation size			
up to 25,000	53,416	58,225	-8.3
25,001-100,000	162,903	156,363	+4.2
Over 100,000	588,916	569,950	+3.3
November totals	805,235	784,538	+2.6
Eleven-month totals	8,148,520	7,955,338	+2.4

Production

	Canada	U.S.A.	North America
November 1986	781,661	428,883	1,210,544
November 1985	747,189	397,330	1,144,519
Increase	+34,472	+31,553	+66,025
	+4.6%	+7.9%	+5.8%
Eleven months 1986	8,505,834	4,679,907	13,185,741
Eleven months 1985	8,292,435	4,526,575	12,819,010
Increase	+213,399	+153,332	+366,731
	+2.6%	+3.4%	+2.9%

Stocks

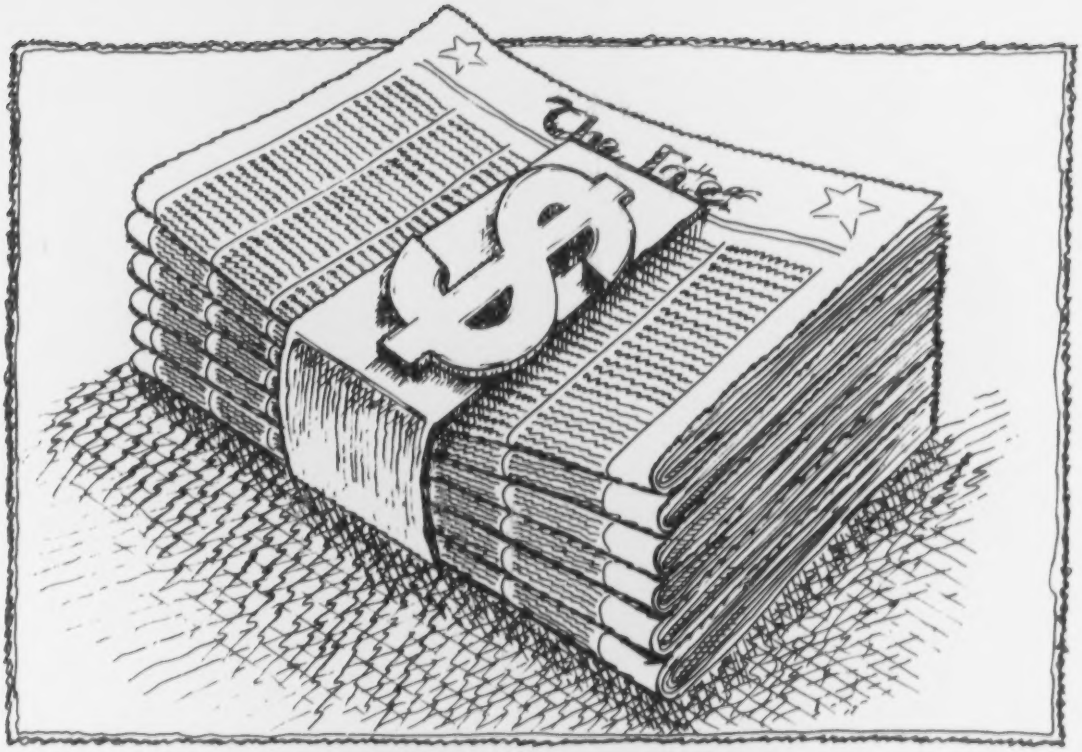
U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
September 1986	904,331	36(r)	6
September 1985	961,692	41	6
October 1986	887,474	34	6
October 1985	935,382	38	5
November 1986	818,049	33(p)	6(p)
November 1985	888,680	38	6
Canadian mills			
November 1986	308,784	--	--
November 1985	371,262	--	--
U.S. mills			
November 1986	60,814	--	--
November 1985	65,044	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1986	528,922	99,545	114,618	743,085
November 1985	574,156	89,215	96,752	760,123
Eleven months 1986	6,141,170	1,014,472	1,331,805	8,487,447
Eleven months 1985	6,110,563	946,572	1,161,999	8,219,134
Increase	+30,607	+67,900	+169,806	+268,313
	+0.5%	+7.2%	+14.6%	+3.3%
From U.S. mills				
November 1986	395,551	----	30,471	426,022
November 1985	380,696	----	24,986	405,682
Eleven months 1986	4,366,920	----	308,668	4,675,588
Eleven months 1985	4,267,953	----	252,751	4,520,704
Increase	+98,967	----	+55,917	+154,884
	+2.3%	----	+22.1%	+3.4%
From North American mills				
November 1986	924,473	99,545	145,089	1,169,107
November 1985	954,852	89,215	121,738	1,165,805
Eleven months 1986	10,508,090	1,014,472	1,640,473	13,163,035
Eleven months 1985	10,378,516	946,572	1,414,750	12,739,838
Increase	+129,574	+67,900	+225,723	+423,197
	+1.2%	+7.2%	+16.0%	+3.3%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample
(r) = revised (p) = preliminary



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Flexo takes one step back, several forward

Ralph S. Roth

Thomas P. O'Donnell

For those keeping score, chalk up five wins and one loss for flexography in recent weeks.

In the win column, five newspaper organizations have purchased flexo units, some completely replacing existing presses and others placing the units in prime positions for printing front pages and section fronts in conjunction with letterpress units.

The loss, while singular, was a significant one. The Fort Lauderdale News (evening, circulation 66,943) and the Sun Sentinel (morning, 137,176), which have printed more than a million newspapers flexographically each week since 1984, decided to replace aging letterpress presses with Goss Colorliner offset, not flexo.

Some newspaper executives said the Fort Lauderdale decision could prompt other newspapers to reconsider a possible move to flexography. However, they said they believe flexo will continue to make gains at newspapers. And it is still consensus that future press decisions will be based on the needs of individual operations and that the two printing processes—offset and flexo—are likely to coexist for some time [presstime, December 1986, p. 36].

The newspapers newly committed to flexo are:

- The Wichita Eagle-Beacon (morning, 122,622), which is purchasing seven mono (one-color) units, two four-color units and two halfdecks from M.A.N-Roland USA Inc.
- Fort Wayne (Ind.) Newspapers Inc., which is purchasing four mono units, two four-color units and two halfdecks from M.A.N.-Roland. The company publishes The Journal-Gazette (morning, 60,334) and The News-Sentinel (evening, 57,603) under a joint operating agreement.
- The Charlotte Observer (morning, 214,700), which will replace one press with nine M.A.N.-Roland mono units and five color cylinders, and which will add two mono units and a color cylinder from the same manufacturer to each of three existing press lines. The color cylinder adds an additional plate cylinder for four-color printing.
- Lancaster (Pa.) Newspapers Inc., which is purchasing two seven-unit flexo presses from M.A.N.-Roland, each with a four-color unit and four halfdecks. The company publishes the Intelligencer Journal (morning, 43,950) and the Lancaster New Era (evening, 57,150).
- The Blade (evening, 160,606) of Toledo, which purchased two complete flexo presses, each with seven mono units and four halfdecks, from the Graphic Systems Division of Rockwell International (Goss). The newspaper has an option to purchase a third flexo press.

Fort Wayne's press units are expected to be delivered in December; the Lancaster, Charlotte and Wichita newspapers expect deliveries in January 1988; and the Toledo newspaper is scheduled for delivery of the first of its two presses in December 1988.

The newspapers in Charlotte and Wichita and The News-Sentinel in Fort Wayne are part of the Knight-Ridder Inc. group, while The Journal-Gazette of Fort Wayne is independent. Toledo is a member of the Block Newspapers group, and the Lancaster newspapers are independently owned.

Ralph S. Roth, vice president/production for Knight-Ridder, said even though each newspaper in the group has its own contract with M.A.N.-Roland, Knight-Ridder was able to negotiate a group purchase price for all the units.

By purchasing flexo units and positioning them with existing letterpress presses to print front pages and section fronts, Roth said the newspapers will receive a boost in print quality without having to replace entire letterpress presses. Knight-Ridder believes this kind of "sprinkle" approach is the most cost-effective way to raise the quality of printing for its newspapers, he added.

"We know what flexo can do. In Miami (the Herald) and Long Beach (the Press-Telegram), we're printing with flexo every day, and it's doing a beautiful job," Roth said. He said that each Knight-Ridder newspaper must decide for itself what process is best for its situation, adding that some may choose offset in the future. The company plans no additional press purchases for at least a year, though, Roth said.

Roth, who has been one of flexography's chief proponents, conceded that the Fort Lauderdale decision almost certainly will "slow down the growth of the flexo process somewhat. It may cause some newspapers to re-examine flexo decisions. In at least one case, a company that was pretty strong for flexo is doing that. But it (flexo) will continue to develop and people will continue to buy it."

The president and publisher of the Fort Lauderdale dailies, Thomas P. O'Donnell, said that in the flexo test there color reproduction was no problem, but his production staff was never satisfied with black halftone reproduction, primarily because of plugging problems.

"We tried like heck, and nobody is to blame really. But we had to make a decision—and we just believed the risk of flexo was too great at this time," O'Donnell said.

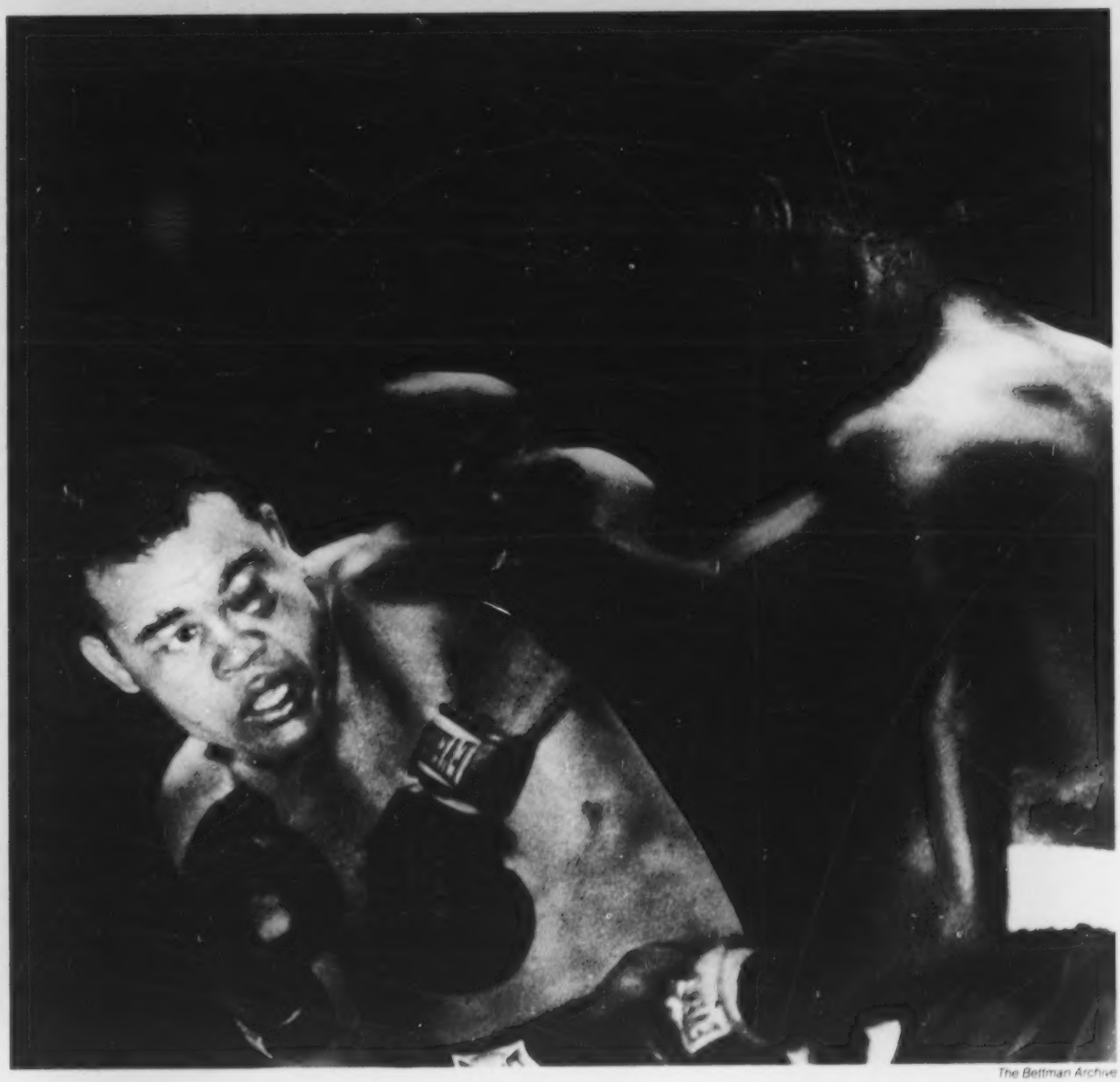
The Fort Lauderdale papers plan to continue using the flexo units until the new presses are up and running, scheduled for the fall of 1989. O'Donnell said he is "hopeful things will work out" with the flexo process. —*Rosalind C. Truitt*

Deadline is Feb. 13 for returning survey on expenditures

Deadline for returning questionnaires in ANPA's annual capital expenditures survey is Feb. 13.

The survey of member newspapers covers 1986 plant expansions, modernization and new-equipment purchases, as well as projections for 1987.

Only summary totals are published [presstime, June 1986, p. 86]. For more information, contact the ANPA Technical Services Department at The Newspaper Center, Reston, Va. □



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Program taking shape for ANPA/TEC '87

It has a new name (but as yet no theme), and it is expected to be the biggest ever.

"It" is ANPA/TEC '87, the ANPA's Technical Exposition & Conference—previously known as the Operations Management Conference & Exposition.

And although the theme for the Conference portion of the June 6-10 trade show in Las Vegas has not been determined, the chairman of the ANPA/TEC Arrangements Committee said Jan. 14 that the emphasis will be on efficiency, quality and what equipment is best suited to help a newspaper improve its operation.

As for the Exposition, more than 300,000 square feet of exhibit space in the Las Vegas Convention Center has been reserved by vendors. Last year in Atlanta, the exhibits filled what was then an unprecedented 270,000 square feet of space.

The growth of the show is perhaps best demonstrated by the fact that it did not break through the 200,000-square-foot barrier until 1981.

The Exposition will be open on each of the event's five days.

According to Arrangements Committee Chairman Larry D. Strutton, the preliminary program calls for discussions on electronic graphics systems, waste-ink management, presses, drug testing, voice-recognition devices, artificial intelligence capabilities and desktop publishing.

"I believe we have a program that serves us well," Strutton said after the meeting of his committee at The Newspaper Center in Reston, Va. Strutton, executive vice president/operations for the Los Angeles Times, observed that "the problem in putting these programs together over a period of several months is that what may be hot when you first start considering a subject might have cooled off by the following June."

"There's another balance to consider as well," he added. "Some areas are so new there's not enough information available to make a workshop or general session. In other cases, when the technology has been around for awhile—even if there's still interest—you have to decide whether someone attending a workshop would really come away with anything new."

General sessions will be conducted in the convention center's Rotunda and workshops will be in the East Hall meeting rooms.

Peter P. Romano, ANPA director/technical services and Conference director, said more than 10,000 registrants are expected. Attendance was 11,631 in 1986 and 10,524 the last time the show was held in Las Vegas—in 1983.

ANPA has reserved about 6,000 rooms in 11 Las Vegas hotels, including the Las Vegas Hilton that will be the headquarters hotel. Other Conference hotels will be the Alexis Park, Bally's, Caesar's Palace, Desert Inn, Flamingo Hilton, Holiday Inn Center Strip, Maxim, Riviera, Sahara and Sands. Free shuttle bus service will be available between the hotels and the convention center, excluding the Las Vegas Hilton, which is next door to the center.

Special hotel rates will be available for Conference-goers. Housing forms and other information will be mailed to ANPA member newspapers and other potential attendees in early March.

In 1986, preregistration was offered for the first time, and badges and other convention materials were generated by computer. The innovations were successful and will be used again this year.

The registration fee will be $40, Romano said, up $5 from last year.

For the third year, presstime will sponsor a "fun run" for registrants and their families. It will be on Sunday, June 7.

The tentative program for the three days of sessions is as follows:

Monday, June 8

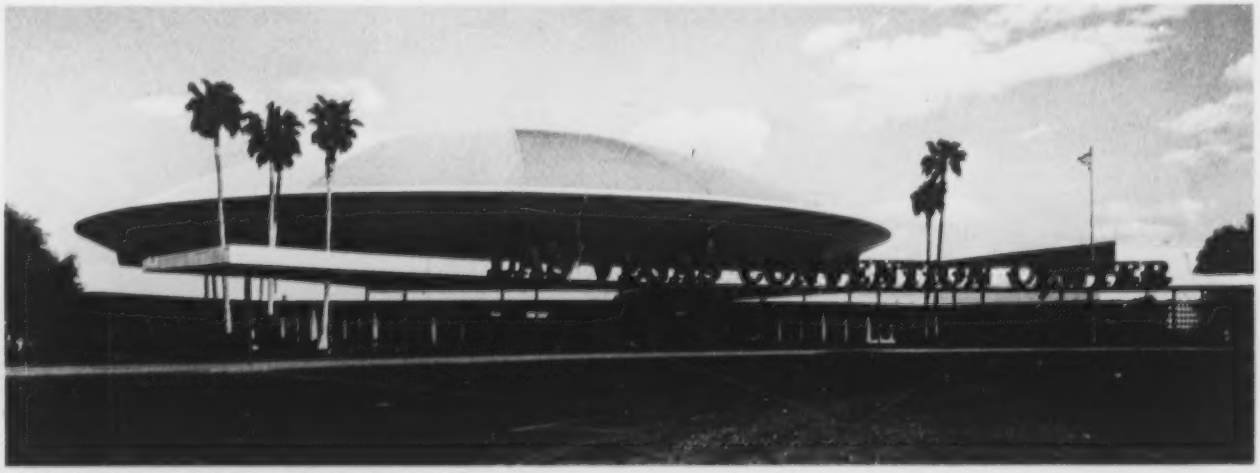
Strutton will chair the opening general session. Brian L. Greenspun, president of the Las Vegas Sun, and Earl L. Johnson, general manager of the Las Vegas Review-Journal, will offer welcoming addresses. George W. Wilson, who will be nominated at ANPA's May Convention in New York City to serve as the Association's chairman and president, also will address the session. Wilson is president of the Concord (N.H.) Monitor.

Topics scheduled for discussion at the general session include "Editorial—Competing for the News," "Advertising—Competing for Advertising" and "Putting It All Together."

Three concurrent workshops will follow on "Newsroom Pagination," "PC Options" including desktop publishing, and "Printing Inks."

Tuesday, June 9

Homer E. Taylor Jr., vice chairman of the ANPA/TEC Arrangements Committee and vice president/manufacturing and supply of Scripps Howard, will chair the



The sessions and equipment exhibition will be housed in the massive Las Vegas Convention Center.

general session. Topics will include "Presses—Decision Dilemma," "Ink—Cradle to Grave Issue," "Quality—A View from the Top" and "Materials Handling." Subsequent concurrent workshops will explore "Mandatory Drug Testing," "Press Options," "R&D—Reclamation and Disposal" and "Guide to Quality Newspaper Reproduction."

Wednesday, June 10

Norman P. Dusseault, vice president and assistant general manager of the Times Publishing Co. in St. Petersburg, will chair the general session. It will feature a report on the AD/SAT system for transmitting advertising materials by satellite, and a look at electronic photography and graphics systems, which is expected to include demonstrations of this new technology by a variety of manufacturers. The workshops will examine "Ad Composition/Ad Tracking," "Graphic Enhancement Systems" and "Voice Recognition and Artificial Intelligence." □

ANPA-INK ready for production following several successful field tests

After successful press runs at the Houston Chronicle and other newspapers, ANPA-INK®, the soybean oil-based ink developed by the Association for newspapers' offset and letterpress printing, is ready for commercial production.

So far, three licensed ink companies—General Printing Ink, The Ink Co. and Graphic Fine Color Inc.—have discussed making tanker-car-sized lots of ANPA-INK for sale to newspapers, according to George Cashau, ANPA director/technical research.

ANPA charges a nominal licensing fee for use of its patented technology.

The ink is available in black and in color. Because of limited production capabilities, ANPA technicians have been able to manufacture only about 10 gallons at a time, but Cashau said ANPA-INK performed well a few months ago when it was used to print more than 200,000 copies during a daily press run on offset presses at the Houston Chronicle.

Earlier, the letterpress ANPA-INK had been successfuly tested at The Washington Post [**pressstime**, Oct. 1986, p. 61].

"The ink needs to be manufactured in tanker-car-sized lots, and it needs to be tested in a daily production environment, but we feel fairly confident that the ink works," Cashau said. "The only thing that will prove that to be true is widespread use of the ink. We'd like as many newspapers using it as possible."

ANPA has conducted research on a non-petroleum-based ink since 1980. More than 9,000 formulas were created before the successful one was reached. □

Quality programs, electronic photography on tap

A quality control checklist for individual newspapers is being developed by the ANPA Technical Committee and staff.

Dubbed "ANPA✓CHECK," the checklist would enable a newspaper to evaluate its own production methods and results against widely accepted standards.

If approved by the Association's Board of Directors, the program could be available to ANPA-member newspapers later this year.

Charles R. Blevins, vice president/production of Gannett Co. and chairman of the Technical Committee's Quality Reproduction Task Force, briefed the committee on the project at its Jan. 13-14 meeting at The Newspaper Center in Reston, Va.

In addition, ANPA staff members are working on a more formal quality evaluation program that would be conducted at The Newspaper Center. Copies of newspapers sent to the facility would be evaluated through a computer program that is being designed to quantify various printing factors [**pressstime**, Oct. 1986, p. 60].

In another report to the Technical Committee, Louis J. Franconeri, chairman of the Electronic Photography Task Force, said his group is working to familiarize manufacturers with newspaper operations so that they might develop electronic photography equipment that links easily with other newspaper production equipment.

For that reason, the task force has devised flow charts for vendors, indicating how text and graphics move through a newspaper's system.

The idea, said Franconeri, vice president/operations for The Baltimore Sun, is to have pictures flow through the system much the same way copy flows through computers. Electronic photography, he noted, is an important link in the integration of text and graphics in a full-fledged pagination system.

In electronic photography, no film is used. Instead images are captured on a magnetic disk or videotape and then digitized and displayed on a video monitor. Pictures can then be enhanced or otherwise manipulated on the screen.

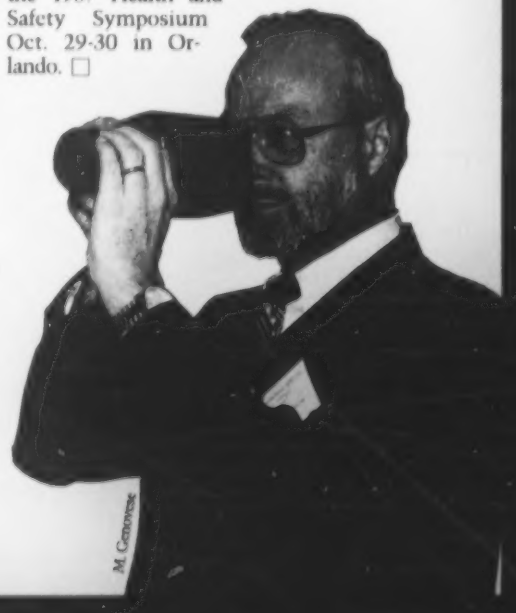
William D. Rinehart, ANPA vice president/technical, who has worked with manufacturers to advance the idea of electronic photography for newspapers, told the Technical Committee: "An explosion is about to happen in electronic photography, and the great thing about it is that we're not looking at super-expensive equipment. This will enable even the smaller newspapers to afford the technology."

In other reports to the committee:

• The Computer Task Force noted that The New York Times is using a bar code on the front page of its newspaper to keep track of unsold newspapers that are returned from single-copy-sales outlets.

• The Direct and Offset Printing Developments Task Force discussed plans for ANPA's Press Options IV Symposium Oct. 20-21 in Chicago. It will examine the "hard choices" a newspaper faces when deciding which printing process best suits its operation, said Jerry S. DeHimer, director of operations for the Providence Journal Co.

• After gathering information from member newspapers and other sources, the Environmental Task Force is preparing a report on methods of managing waste. The task force also is preparing for the 1987 Health and Safety Symposium Oct. 29-30 in Orlando. □



Wayne T. Patrick of The Herald, Rock Hill, S.C., tries out Sony electronic camera demonstrated at committee meeting.

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TECHNOLOGY NOTES

• Rockwell International Corp. has proposed issuance of a new class of common stock, a move apparently designed to deter **unwanted takeovers.**

The corporation, whose manufacturing operations include newspaper printing presses through its Graphic Systems Division, wants to issue a new share of Class A stock for each existing share. Each new share would give a stockholder 10 votes. The proposal will be voted on at the corporation's annual meeting Feb. 11.

• Eastman Kodak Co. is sponsoring its annual "Run for the Money" **newspaper color reproduction contest.**

Contestants must reproduce the image of four Walt Disney characters dressed in colorful attire. All entries must have been published in a regular edition of the entrant's newspaper no later than April 6 and must be received by Kodak by April 20.

Winners will be announced during ANPA/TEC '87 in June in Las Vegas.

Contestants also will be asked to participate in Kodak's first "Newspaper Print Quality Survey," which will show newspapers how their reproductions compare to other entrants in terms of dot gain, ink densities and other factors.

• Mycro-Tek Inc. of Wichita and Norsk Data A.S. of Oslo, Norway, entered into a **joint marketing agreement** that will introduce Norsk Data Comtec Integrated Publishing Systems into the North American market. Mycro-Tek will provide exclusive sales and support for the system.

The move will enable Mycro-Tek, which manufactures newspaper front-end systems, to offer systems to larger publications.

The initial agreement is for three years.

TECHNOLOGY CALENDAR

• **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel in Beverly Hills, Calif.

• The annual meeting of the **Collier-Jackson Users Group** will be March 13-17 at the Lincoln Hotel in Tampa.

• The annual **America•East** newspaper operations conference will be March 25-27 at the Hershey (Pa.) Lodge and Convention Center.

• The **Technical Association of the Graphic Arts annual conference** will be March 29-April 1 at the U.S. Grant Hotel in San Diego.

• **Composition '87 and Type-X '87,** the National Composition Association trade show, will be April 9-11 at the Marriott Marquis in New York City.

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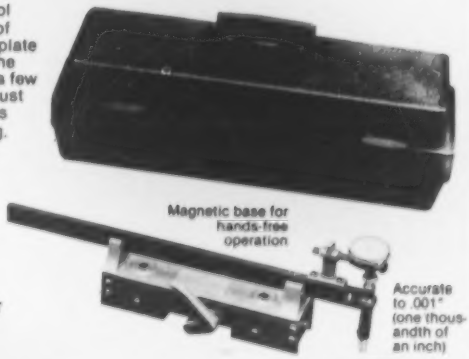

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Mailroom symposium — March 3-5 in Chicago

Mailroom problems will be the focus of ANPA's second "Newspaper Packaging and Distribution Symposium." With the theme "From Press Folder to Reader," it will be held March 3-5 at the Hyatt Regency O'Hare, Chicago.

Larry Marbert, director of construction and mechanical systems for Knight-Ridder Inc., will be the chairman of the symposium.

Registration fee is $375. A block of rooms has been reserved at the Hyatt Regency. Reservations may be made by calling the hotel at (312) 696-1234. Rooms are $95 for a single and $110 for a double per night. When making reservations, callers should indicate they will be attending the symposium.

Registration forms for the symposium have been mailed to member newspapers. Phone registration for the symposium will be accepted by the Technical Research Department at (703) 648-1202. □

James N. Longson

Alfred Eisenpreis

Sue A. Tempero

Octavia Harriston

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Development in Remote Entry of Classified Advertising
James N. Longson, vice president/corporate development, Tribune Co., Chicago. Western Classified Advertising Association annual conference, Portland, Ore., Oct. 6

Politicians and the Press
New York Gov. Mario M. Cuomo. Remarks made in receiving the Audit Bureau of Circulations 1986 Dynamic Communicator of the Year award, ABC conference and annual meeting, New York City, Nov. 13

Battling Terrorism Within an Open Society
Jerry W. Friedheim, ANPA executive vice president. International conference on "Terrorism in a Technological World", Washington, D.C., Jan. 21

The Electronic Information Business and Newspapers: Setting the Record Straight
Kathleen Criner, ANPA director/telecomunications affairs. Telestrategies Seminar, Washington, D.C., Oct. 30

What Women Customers Want
Alfred Eisenpreis, senior vice president/retail marketing, Newspaper Advertising Bureau. National Retail Merchants Association annual convention, New York City, Jan. 13

Censorship: What Is It? Where Is It?
George Theiner, editor, Index on Censorship, London. World News Media Action Conference, London, Jan. 16-18

From the ANPA Labor and Personnel Relations Conference, Boca Raton, Fla., Jan. 11-13:

Outplacement: Easing the Trauma of Termination
Sue A. Tempero, director/employee relations, The Des Moines Register

Toward a Balanced Workforce: An Equal Employment Opportunity success story
Octavia Harriston, employment manager, Chicago Tribune

The Impact of Illiteracy on the Newspaper Business
Carolyn Ebel Chandler, ANPA Foundation literacy coordinator

Downsizing: Structuring Employee Terminations to Avoid Legal Claims
Sandra E. Rapoport, attorney and managing consultant, William M. Mercer-Meidinger Inc., New York City

From the Association of National Advertisers New Product Marketing Workshop, New York City, Sept. 10:

Unlocking the Corporate Mind for Creativity
John M. Keil, executive vice president and director/creative development, DFS/Dorland Worldwide

Creative Strategies for New Products
Hall "Cap" Adams Jr., chairman and chief executive officer, Leo Burnett U.S.A.

Buy-sell activity will continue despite year-end bustle

As predicted, there was a flurry of media sales in the final weeks of 1986 as buyers and sellers rushed to take advantage of favorable tax treatment before the new federal income tax law took effect Jan. 1.

But media broker Christopher Shaw, chairman of Henry Ansbacher Inc., said that not all prospective clients joined in the rush to sell.

Notably, where one or more members of a newspaper-owning family was elderly, there was no sense of urgency to sell, Shaw reported. "They said, 'Look, we don't want to get involved in this rush-rush. Come back and we'll have lunch and sit down and talk about it further.'"

Shaw said 10 owners said exactly that in December. For this reason, he believes there may be a resumption of newspaper sales in a few months. "I don't think you will find a lot of transactions in January, February or March," Shaw said, "but I think you'll find a lot of discussion and closing" of sales later on.

Shaw said his company completed four newspaper sales in the final two months of 1986. "In all those cases, completion of the sale by the year end was of crucial consideration," he said. "They wanted to get the deal done before the end of the year." If the sales had been postponed until this year, he said, the sellers' capital gains taxes would have been 40 percent higher [presstime, Dec. 1986, p. 78].

Newspaper analyst John S. Reidy of Drexel Burnham Lambert expressed similar views.

"We feel most papers that were going to sell any properties took a hard look at 1986 and knew they would have a higher tax in 1987," said Reidy.

Reidy said he does not think the frantic selling pace in the waning weeks of 1986 foretold a slowing in transactions throughout 1987. But he said the current "sluggish" economic pace will preclude vigorous activity during the first several months.

Analyst J. Kendrick Noble of PaineWebber Inc. also expects newspaper sales and acquisitions to resume a rapid pace. Newspapers have a greater cash flow than most other businesses, largely because of their somewhat monopolistic position compared with other businesses—an attractive feature for buyers, he said.

Way ahead of anyone else on the acquisition front in late '86 was **Hollinger Inc.**, a Toronto holding company headed by businessman Conrad Black. It completed the purchase of 23 small dailies in the United States and 10 in Canada, as well as a variety of non-dailies, commercial printing firms and other properties.

U.S. dailies acquired were: in Pennsylvania, the Bradford Era, Corry Journal, Kane Republican, Ridgway Record, St. Marys Daily Press, Sayre Evening Times, Punxsutawney Spirit; in New York, Hornell Evening Tribune, Wellsville Reporter, Salamanca Republican.

Also, in Illinois, the Carmi Times, Eldorado Daily Journal, West Frankfort Daily American, DuQuoin Evening Call, Benton Evening News, Canton Daily Ledger, Marion Daily Republican, Monmouth Review Atlas; in Indiana, Columbia City Post & Mail, Hartford City News-Times; in Ohio, St. Marys Evening Leader, Wapakoneta Daily News; and Boonville (Mo.) News & Advertiser.

Canadian dailies acquired were: in British Columbia, the Fort St. John Alaska Highway News, Port Alberni Valley Times, Cranbrook Daily Townsman, Kimberley Daily Bulletin, Nelson Daily News, Dawson Creek Peace River Block News, Prince Rupert Daily News, Trail Times; Lloydminster (Saskatchewan) Daily Times; and Summerside (Prince Edward Island) Journal Pioneer.

In other late-'86 acquisitions:

Herald Association Inc. of Rutland, Vt., acquired the Rutland (Vt.) Herald and the Barre/Montpelier Times-Argus.

Brown Publishing Co. of Cincinnati acquired five Ohio dailies: Wilmington News-Journal, Washington Court House Record-Herald, Circleville Daily Herald, Logan Daily News and Van Wert Times-Bulletin, and one weekly.

Donrey Media Group acquired the Pine Bluff (Ark.) Commercial, Arkadelphia (Ark.) Siftings Herald and Claremore (Okla.) Daily Progress.

John P. McMeel and Kathleen W. Andrews of Kansas City, Mo., acquired the Vista (Calif.) Press and two weeklies.

Emmerich Enterprises Inc. of Greenwood, Miss., acquired the Clarksdale (Miss.) Press Register.

Stauffer Communications of Topeka, Kan., acquired The Oak Ridger, Oak Ridge, Tenn.

Sutherland Media Inc. of San Antonio acquired The Corsicana (Texas) Daily Sun.

MediaNews Group of Woodbury, N.J., acquired the Bristol (Conn.) Press, the Graham (Texas) Leader, a 50-percent share of the Hobbs (N.M.) Daily News-Sun, and three Connecticut weeklies.

Park Communications Inc. acquired the Milton (Pa.) Standard, three weeklies and a Seattle radio station.

The Hearst Corp. acquired the Laredo (Texas) News, then closed it. Hearst continues to publish the Laredo Times.

Hearst also acquired News America Syndicate [presstime, Nov. 1986, p. 18] and Esquire Magazine Group Inc.

There were many other acquisitions by newspaper companies, including:

- **Dow Jones & Co.** boosted its share in Telerate Inc., a financial-information company, to 44.8 percent.
- **The Times Mirror Co.**, owner of 40 percent of Rhode Island Cable Television, purchased the remaining 60 percent.
- **Scripps Howard Broadcasting Co.** sold its interest in cable television systems in Fairfield County and Bridgeport, Conn.
- **The Washington Post Co.** announced it will sell its 18-percent interest in Detroit Cellular Telephone Co. to a subsidiary of Pacific Telesis Group.

—Gene Goltz

Groups air differences in counting methods

Representatives of seven newspaper-related organizations met in January to discuss why reports produced by some of those organizations on the number of U.S. daily newspapers and their circulations arrive at different results [presstime, Jan. 1987, p. 69].

Convened by the Newspaper Advertising Bureau, the Jan. 14 meeting at NAB headquarters in New York City was attended by representatives of American Newspaper Markets Inc., ANPA, Audit Bureau of Circulations, Editor & Publisher magazine, International Circulation Managers Association, and Standard Rate & Data Service Inc. □

Montreal market grows hotter; Louisville goes 'all-day'

BUSINESS ROUND-UP

Montreal's busy newspaper market is gearing up for a fifth daily and possibly a sixth. Analysts are warning that one or more of the papers may sink in the looming struggle for advertising dollars.

Le Matin is scheduled to arrive Feb. 2 as the fourth French-language paper in the world's second-largest French-speaking city.

And a Quebec publisher, Pierre Peladeau, said the chances are good that he will launch a sixth Montreal paper before the end of the year—an English-language daily to compete with The Gazette.

In other newspaper-business activity:

• The Louisville Times (evening, circulation 124,386) will cease publication Feb. 16. The Courier-Journal (morning, 166,182) will become an all-day newspaper. No layoffs are planned, according to Gannett Co., which acquired the two papers last year [**pressime**, June 1986, p. 98].

• Florida Today, the USA Today look-alike published in Melbourne, reverted to a more conventional paper.

In a year-long experiment, Florida Today gave strong emphasis to state and local news in its front section and was offered at a special combination rate with USA Today [**pressime**, Oct. 1985, p. 60]. Both papers are owned by Gannett.

USA Today's circulation rose to about 18,000 copies in Brevard County, but Florida Today declined from 69,485 on Sept. 30, 1985, to 62,277 a year later. Gannett executives said it was apparent that Florida Today readers wanted full coverage, including national and international news on the front page and a full stock market report.

• The Times Mirror Co. will bring out a sports business magazine in May. To be called Sports Inc., it will be directed toward people involved in the business aspects of sports as well as to suppliers and journalists. Circulation is projected at 50,000. □

Shift to offset delayed by S. Africa flap

Florida Publishing Co., which prints The Florida Times-Union and the Jacksonville Journal, will delay its move to offset printing rather than allow the press it had bought from a South African company to become "an ongoing symbol of community divisiveness," newspaper executives have decided.

Jacksonville's black community assailed the announcement last March that the newspaper company had purchased an 18-unit Goss Metro press from SAAN Ltd. of Johannesburg.

The press was built in England by Rockwell International, and SAAN bought it for its own publishing interests. But when SAAN encountered financial setbacks, it sold the press, said Florida Publishing's vice president and general manager, James L. Whyte.

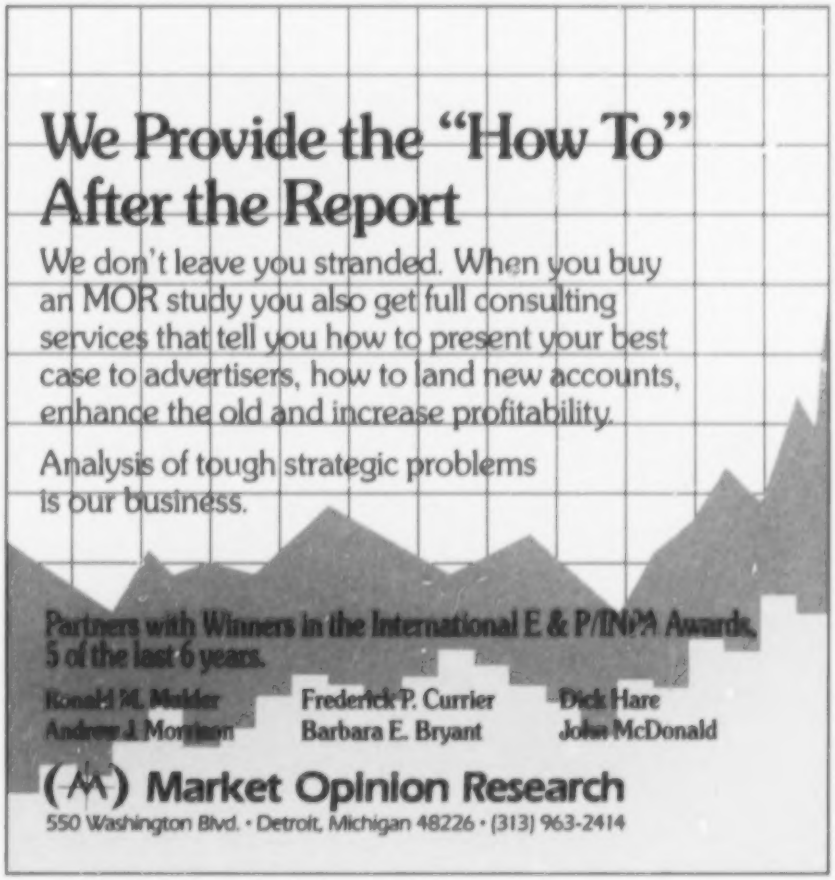
While seeking an alternative, the Jacksonville papers will continue to be printed on a 19-year-old, 22-unit Hoe press that has been converted to DI-LITHO™. □

UPI names four new managing editors

United Press International President Milton R. Benjamin in January named veteran journalists to the four managing editor positions at the wire service.

Barry Sussman, who founded The Washington Post-ABC News Poll and was the editor in charge of the Post's Pulitzer Prize-winning Watergate coverage, became UPI managing editor/national; Ben Cason, assistant managing editor of the Post, became UPI managing editor/news; Kim Willenson, Newsweek congressional correspondent and a former UPI editor, became managing editor/international; and veteran UPI editor Bill Ferguson was named managing editor/broadcasting.

Benjamin was not successful in wooing back former UPI Managing Editor Ronald E. Cohen, who was fired shortly before Benjamin became president [**pressime**, Dec. 1986, p. 6]. Cohen has been named general news executive of Gannett News Service. □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U.S. had net loss of 7 dailies last year as Canada gained 2 dailies

There was a net loss of seven daily newspapers in the United States last year, compared with a net loss of nine in 1985.*

While nine new paid dailies were started, 16 others stopped daily publication. Nine of the 16 suspended outright, four were lost through mergers and three converted to weekly publication, according to information available to ANPA.

New dailies started in 1986 were:

- Dothan (Ala.) Wiregrass Today (Nov. 2)
- Lakeport (Calif.) Lake County Record-Bee (Nov. 8)
- Tracy (Calif.) Press (April 1)
- Inverness (Calif.) Citrus County Chronicle (Sept. 14)
- St. Louis Globe-Democrat (Jan. 27)
- St. Louis News (March 31)
- New York City Tribune (Jan. 1)
- Aberdeen (N.C.) Citizen News-Record (Sept. 1)
- Sevierville (Tenn.) Mountain Press (April 1)

Suspending outright were:

- Colorado Springs Sun (Feb. 28)
- Baltimore News-American (May 27)
- St. Louis Globe-Democrat (Oct. 29)
- St. Louis News (April 8)
- Uhrichsville (Ohio) Chronicle (October)
- Painesville (Ohio) Lake County Telegraph (May)
- Monongahela (Pa.) Herald (March)
- Waynesburg (Pa.) Democrat Messenger (March)
- Laredo (Texas) News (December, following acquisition of its assets by The Hearst Corp's. Laredo Times Co.)

Merging were:

- Daytona Beach (Fla.) News (with Daytona Beach Journal, August)
- St. Petersburg Evening Independent (with St. Petersburg Times, Nov. 7)
- Dayton (Ohio) Daily News (with Dayton Journal Herald, Sept. 15)
- San Angelo Times (with San Angelo Standard, March)

Converting to weekly were:

- Jacksonville (Ark.) News (Oct. 1)
- Cairo (Ill.) Citizen (Aug. 6)
- Quakertown (Pa.) Free Press (September)

In Canada, two new dailies were launched in '86, while no dailies there stopped publishing.

The two were:

- Burlington (Ontario) Spectator (Sept. 8)
- Moncton (New Brunswick) Le Matin (Aug. 11).

*A net loss of 10 was reported in the February 1986 issue [p. 61]. ANPA later learned that the New Smyrna Beach (Fla.) News & Observer began publishing daily on Nov. 28, 1985.

Worcester County Newspapers and Ogden Newspapers have sold

The Bristol (Conn.) Press

(Daily Circulation 20,000) and two contiguous weekly newspapers

To Garden State Newspapers, Inc.

We are proud to have served as the broker for Worcester County Newspapers and Ogden Newspapers in this transaction.

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Union Leader employees reach settlement

Employees of The Union Leader and New Hampshire Sunday News in Manchester reached a settlement in January with the William Loeb Union Leader Trust and Publisher Nackey Loeb that will transfer 25 percent of the newspapers' stock to employees while keeping ownership under her control.

Loeb and the trust settled with pressman Richard Bergeron, representing the employees during a trial in U.S. District Court in Concord, N.H.

Bergeron alleged that William Loeb had promised ownership of the newspapers would go directly to the employees immediately after his death. But Loeb also had set up the trust to hold the stock for another 40 years, apparently contravening his promise, Bergeron said.

Nackey Loeb, his widow, argued that holding the stock in trust would prevent an undesirable takeover.

Under terms of the settlement, the trust, established in 1979, remains intact, and surviving employees who had worked at the newspaper at least a year before William Loeb's death in 1981 will receive the first distribution of stock by fall.

To sell the stock, an employee first must offer it to the company, attorneys said.

ANPA Calendar

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

ANPA Foundation Minority Advisory Group meeting
The Newspaper Center, Reston, Va., Feb. 3

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 8-14

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Feb. 9-13

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
South Padre Hilton, South Padre Island, Texas, Feb. 12-13

ANPA Management Development Workshop
Omni International Hotel, Miami, Feb. 16-19

ANPA Special Seminar for Publishers on Quality Assurance
The Newspaper Center, Reston, Va., Feb. 17-19

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Stouffer Concourse Hotel, Los Angeles, Feb. 22-24

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 23-27

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Palm Springs, Calif., Feb. 25

ANPA Legal Affairs Committee meeting
The Copley Press corporate offices, La Jolla, Calif., Feb. 27

MARCH

Human Resource Strategies in the Newspaper Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
Adam's Mark Hotel, Houston, March 1-4

ANPA Advanced Management Workshop
St. Anthony Hotel, San Antonio, March 2-4

ANPA Post-Press Packaging and Distribution Symposium
Hyatt Regency O'Hare, Chicago, March 3-5

ANPA Special Seminar for Publishers on Quality Assurance
The Newspaper Center, Reston, Va., March 3-5

ANPA Executive Committee meeting
National Press Building, Washington, D.C., March 5

ANPA Government Affairs Committee meeting
J. W. Marriott, Washington, D.C., March 5-6

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., March 9-13

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., March 10-11

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 15-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., March 16-20

ANPA Foundation Newspaper in Education Committee meeting
The Westin Hotel Chicago, March 18

ANPA Telecommunications Committee meeting
The Willard Intercontinental Hotel, Washington, D.C., March 18-19

ANPA Foundation Newspaper in Education Conference
The Westin Hotel Chicago, March 18-20

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 23-27

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Omni International Hotel, Miami, March 30-April 1

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Uzal H. Martz Jr., Pottsville (Pa.) Republican
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ANPA

1887 - 1987

100th Anniversary Convention

The Waldorf-Astoria, New York
May 3-6, 1987

Castle Clinton, Battery Park

This year's ANPA Convention is of special significance. It marks two important anniversaries—the 100th anniversary of ANPA and the 200th anniversary of the U.S. Constitution.

You won't want to miss this commemorative event, highlighted by a program devoted to a sweeping look at what the future holds for our country and for the newspaper industry. The theme is "The Blessings of Liberty: The Next Hundred Years."

The Convention's opening ceremonies will be on Sunday, May 3, at 4:30 p.m. at Castle Clinton, Battery Park, on the tip of Manhattan—a vantage point for viewing the Statue of Liberty. President Reagan has been invited to speak. Make your travel plans so that you won't miss this opening event.

And there'll be many other program highlights that will take place at The Waldorf-Astoria, Radio City Music Hall and St. Bartholomew's Church.

Bus transportation will be provided for all sessions scheduled at locations other than The Waldorf-Astoria, except for nearby St. Bartholomew's Church.

A tour is scheduled on Monday, May 4, which includes Breakfast at Sardi's followed by a visit to Lincoln Center.

Convention registration forms are in the mail. Please return them to ANPA by March 30. Additional forms are available from ANPA's Priscilla Shingleton (703) 648-1031 or Leesa Thompson (703) 648-1097.

Watch for other program details in the March and April issues of presstime!!

Commemorating a Century of Service to Newspaper People . . .

ANPA fees to be studied

A special study group of newspaper executives will review ANPA's various fees and service charges during the next several months and will look also at the Association's dues formula.

ANPA Chairman and President Alvah H. Chapman, Jr., chairman and chief executive officer, Knight-Ridder Inc., established the study group that will be headed by ANPA Director Frank A. Bennack Jr., president and chief executive officer, The Hearst Corp. Members will include ANPA Director John J. Curley, president and chief executive officer, Gannett Co.; former ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D.; former ANPA Secretary Dolph C. Simons Jr., editor and publisher, The Lawrence (Kan.) Daily Journal-World; and Frank A. Daniels Jr., president and publisher, News and Observer Publishing Co., Raleigh, N.C., who headed the last such study in 1979.

"It is important that ANPA leaders periodically review the revenue-producing mechanisms of the Association," Chapman said. "At the moment, ANPA's revenues are strong and are sufficient to fund the programs and activities put forward by our member newspapers through our participatory planning process each year. But we don't want to be caught short, nor do we want to be overcharging; so this group will give me and the Board of Directors a look at where we are now and will recommend any changes in either fees or the dues formula which it thinks desirable."

It is anticipated that the study group will make its initial report to the Executive Committee and Board by fall. □

Members gain from travel discounts

The ANPA Membership Department estimates that ANPA-member newspapers realized more than $600,000 in travel savings in 1986 through discount programs offered by the Association.

Nearly 1,000 employees of member newspapers used United Airlines' discount fare program, according to Michael Genick, ANPA manager/membership services. The program has been in effect only since September [presstime, Nov. 1986, p. 79].

In addition, "well over" 2,000 people used discount programs offered by Delta Air Lines, Genick said. Most of them took advantage of special rates offered in connection with the ANPA trade show last June in Atlanta.

Because of the high level of participation in their discount programs, both air carriers have increased the level of savings available, Genick added. For 1987, both will provide 40-percent (instead of 30-percent) discounts off regular coach fares for travel to and from newspaper-business meetings. A 5-percent discount off special fares will be continued.

ANPA-member newspaper employees also benefited from the Hertz car rental discount program, with Hertz reporting about $1.5 million in sales at discounted prices, Genick said. □

Nominations made for Trustees

The ANPA Nominating Committee has announced its intention to nominate Charles T. Brumback and Sandra C. Hardy to the two top officer positions of the ANPA Foundation Board of Trustees.

The nominations were submitted to the Trustees for their approval during the meeting of the ANPA Board of Directors in Los Angeles Jan. 27-28. The election of Foundation officers will take place in May at the Board meeting following the ANPA Convention in New York City.

Charles T. Brumback

Sandra C. Hardy

Brumback, president and chief executive officer of the Chicago Tribune Co., is to be nominated to serve a one-year term as chairman and president of the Trustees. He currently is vice chairman.

Hardy, vice president of Calkins Newspapers of Levittown, Pa., is to be nominated for a one-year term as vice chairman of the Trustees. She currently is chairman of the ANPA Postal Committee. □

ETAOIN misspelled

I was sorry to see the misspelling of the name of my dear and revered friend ETAOIN SHRDLU (Jan., p. 72).

It was he who provided my first job in newspapering (after that of paper carrier). His passing has left fewer people who appreciate his role in production. Fewer still know of his compatriot CMFWYP VBGKQJ, whose name virtually defies both spelling and pronunciation.

As your article states, the Smithsonian recognizes "the difficulties of sustaining a hot-metal operation in a museum setting." It was no less difficult in live production.

Josiah P. Rowe III
General manager
The Free Lance-Star
Fredericksburg, Va.

One of the best

I read about 60 graphic arts and graphic arts-related magazines a month. It is part of my job. Let me tell you that "presstime" is one of the best, if not the best, of all the publications I see.

John A. Burgess
Director of marketing
Graphics Arts Technical Foundation
Pittsburgh, Pa.

Liked financial story

Just a note of appreciation for the extremely interesting article about financial executives in the January issue of presstime.

I found the article to be especially well written and am sure that it will be very meaningful to newspaper financial executives across the country.

H. Graham Woodlief
Richmond (Va.) Newspapers Inc.
President, International
Newspaper Financial Executives

Covering flexography

Regarding your cover story in the December issue "Uncertainty Is Over, Flexography Is Here," I found it to be an excellent article and very informative.

Alan J. Oppenheim
National sales & marketing manager
Crabtree Vickers Inc.
Englewood Cliffs, N.J.

over-set

Robot to reader: '*Bonjour! Comment allez-vous*'?

You would have thought that the offspring of the USA Today robot would be all-American.

But this one speaks French.

Executives from UniMedia Inc., which publishes more than 30 dailies and weeklies in French Canada, fell for Gannett Co.'s robot at a reception during the 1986 ANPA Convention in San Francisco.

So UniMedia President Jacques G. Francoeur asked Gannett Chairman Allen H. Neuharth for his blessing and technical assistance in building UniMedia's own 5-foot promotional robot.

Gannett also stands to benefit from innovations in the new robot that—like the original—moves, twinkles its eyes and follows conversations with onlookers, albeit *en francais*. This one also hands out newspapers and soon will feature a video screen in the back of the newspaper box so that, when empty, it can show films as a promotional tool. The screen will be an especially useful tool when the robot tours Canadian schools as part of the "Journal en Classe," the French equivalent of Newspaper in Education.

At least the USA Today progeny can claim American citizenship. It was built in Atlanta.

Only 34,246 years to go!

How much is a trillion dollars, anyway?

When the federal government releases its budget every year, reporters try to come up with ways to help readers relate to the billions of dollars being talked about.

Common are such things as the "end-to-end" example: a million $1 bills placed end-to-end would extend about 96.7 miles; a billion would reach 96,700 miles; etc.

This year, when President Reagan submitted the first trillion-dollar budget in history, The Washington Post's Boyce Rensberger used a newspaper example to put that number into perspective. He wrote:

"Suppose somebody paid you $1 for reading each word of news and features in a typical edition of The Washington Post. Since one day's Post is officially estimated to contain 80,000 non-advertising words, you'd have $80,000 after reading one day's paper. In the unlikely event that you read every word of every paper for a year, you'd have a cool $29.2 million. But to read a trillion words and earn $1 trillion, you'd have to read The Post every day for 34,247 years."

By the way, the Post also noted in more traditional fashion that a trillion $1 bills placed end-to-end would stretch 96.7 million miles, "enough to go from the Earth to the sun with about 3.7 million miles of dollar bills left over, or a little more than $38 billion in change."

Newspaper numbers

3,171—number of youth carriers hired by San Jose Mercury News for 1,662 paper routes during 1983-85.

585—average number of dollars paid weekly as a top minimum for experienced reporters working under contracts with The Newspaper Guild as of Dec. 1, 1986.

5 million—total circulation of the 120 daily newspapers in Africa, excluding those in Arab states

Snow Country publisher does more than just sign his name to Christmas cards

Some people send lengthy letters to friends and relatives during the Christmas season. The Johnsons of White Bear Lake, Minn., have taken that year-end tradition one step further. They publish a Christmas newspaper.

"We're newspaper people, and so we thought our Christmas letter should be in a newspaper format," says Eugene D. Johnson, publisher of The White Bear Press, a 16,500-circulation weekly. This year's "Johnson Edition" of the Press was 12 tabloid pages full of stories and photos of the family's 1986 activities.

Reaction to the annual publication has been "remarkable," says Johnson, who keeps the edition's ever-growing mailing list on a computer.

This year, the family sent the paper to 850 relatives, friends and newspaper-business associates.

UPDATE JANUARY 24, 1987:

Now look at the growing number of revolutionary newspapers, representing 39% of total daily and 52% of total Sunday U.S. circulation, that have joined the AD/SAT Network.

ARIZONA
- Arizona Republic
- Phoenix Gazette

CALIFORNIA
- Los Angeles Daily News
- Los Angeles Herald Examiner
- Los Angeles Times
- *Oakland Tribune
- Orange County Register
- Press Enterprise (Riverside)
- San Diego Tribune
- San Diego Union
- San Francisco Chronicle
- San Francisco Examiner
- San Jose Mercury News

COLORADO
- Denver Post
- Rocky Mountain News (Denver)

CONNECTICUT
- Hartford Courant
- *New Haven Journal-Courier
- *New Haven Register

DISTRICT OF COLUMBIA
- Washington Post

FLORIDA
- Ft. Lauderdale Sun Sentinel
- Ft. Lauderdale News
- Miami Herald
- Miami News
- Sarasota Herald Tribune
- St. Petersburg Times
- Tampa Tribune
- West Palm Beach Post
- West Palm Beach Times

GEORGIA
- Atlanta Constitution
- Atlanta Journal

ILLINOIS
- Chicago Sun Times
- Chicago Tribune

INDIANA
- *Indianapolis News
- *Indianapolis Star

LOUISIANA
- New Orleans Times-Picayune/States-Item

MARYLAND
- Baltimore Sun

MASSACHUSETTS
- Boston Globe
- Boston Herald
- Worcester Gazette
- Worcester Telegram

MICHIGAN
- Detroit Free Press
- Detroit News
- Grand Rapids Press
- Flint Journal

MINNESOTA
- Minneapolis Star Tribune
- St. Paul Pioneer Press & Dispatch

MISSOURI
- Kansas City Star
- Kansas City Times
- *St. Louis Post-Dispatch

NEBRASKA
- Omaha World Herald

NEW JERSEY
- The Record (Hackensack)
- Newark Star Ledger
- Asbury Park Press (Neptune)

NEW YORK
- Albany Times Union
- Knickerbocker News (Albany)
- Buffalo News
- Newsday (NY)
- New York Daily News
- New York Times
- Westchester-Rockland Newspapers

NORTH CAROLINA
- Raleigh News & Observer
- Raleigh Times
- Winston-Salem Journal

OHIO
- Cincinnati Enquirer
- Cincinnati Post
- Cleveland Plain Dealer

OKLAHOMA
- *Daily Oklahoman

OREGON
- Portland Oregonian

PENNSYLVANIA
- Philadelphia Daily News
- Philadelphia Inquirer
- Pittsburgh Press
- Pittsburgh Post-Gazette

RHODE ISLAND
- *Providence Bulletin
- *Providence Journal

TENNESSEE
- Memphis Commercial Appeal

TEXAS
- Dallas Times Herald
- Dallas Morning News
- Houston Chronicle
- Houston Post
- *San Antonio Express-News

UTAH
- *Deseret News
- *Salt Lake City Tribune

VIRGINIA
- Richmond Times Dispatch
- Richmond News Leader
- Virginian Pilot
- Norfolk Ledger Star

WASHINGTON
- Seattle Post Intelligencer
- Seattle Times

WISCONSIN
- *Milwaukee Journal
- *Milwaukee Sentinel

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The Miami Herald

Advertising Age asked media executives from six major ad agencies what the hot properties and big media winners will be for 1987. In the newspaper group the winner was USA TODAY, the nation's No. 1 newspaper! And the year has just begun.

THE ADVERTISING MIGHT OF USA TODAY.

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Mike Hedge, Senior VP, Associate Media Director

Bozell, Jacobs, Kenyon & Eckhardt, New York
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Harry Glass, VP, Media Manager
Craig Gugel, Senior VP, Director of Media Research
Joel Kushins, Senior VP, Media Director

Campbell-Ewald Co., Warren, Michigan
Louis Schultz, Exec. VP, Director of Media Services
Edwin Acker, Senior VP, Associate Media Director
Bernard Guggenheim, Senior VP
Director of Media Information Services
Robert Mitchell, Senior VP, Manager Local Market Media
David Platt, Senior VP, Media Director (New York)
Judith Sawyer, Senior VP, Director of National Broadcast Media

Cunningham & Walsh, New York
Frank McDonald, Exec. VP,
Director of Media and Marketing Services

DFS Dorland, New York
Allen Banks, Exec. VP, Media Director
Jack Irving, Senior VP, Senior Associate Media Director
Ira Weinblatt, Senior VP, Senior Associate Media Director
Mel Conner, Senior VP, Senior Associate Media Director
Walter Tertz, VP, Associate Media Director
Frank Hajek, Associate Media Director
Sondra Michaelson, VP, Associate Buying Director

William Esty Co., New York
Tom Winner, Senior VP, Director of Broadcast Operations

Source: Ad Age—November 17, 1986
LMRB 1986

March 1987

presstime

The Journal of the A[illegible]spaper Publishers Association

How Papers Cope With Tax-Filing Burden

A2350-2
3/12/87

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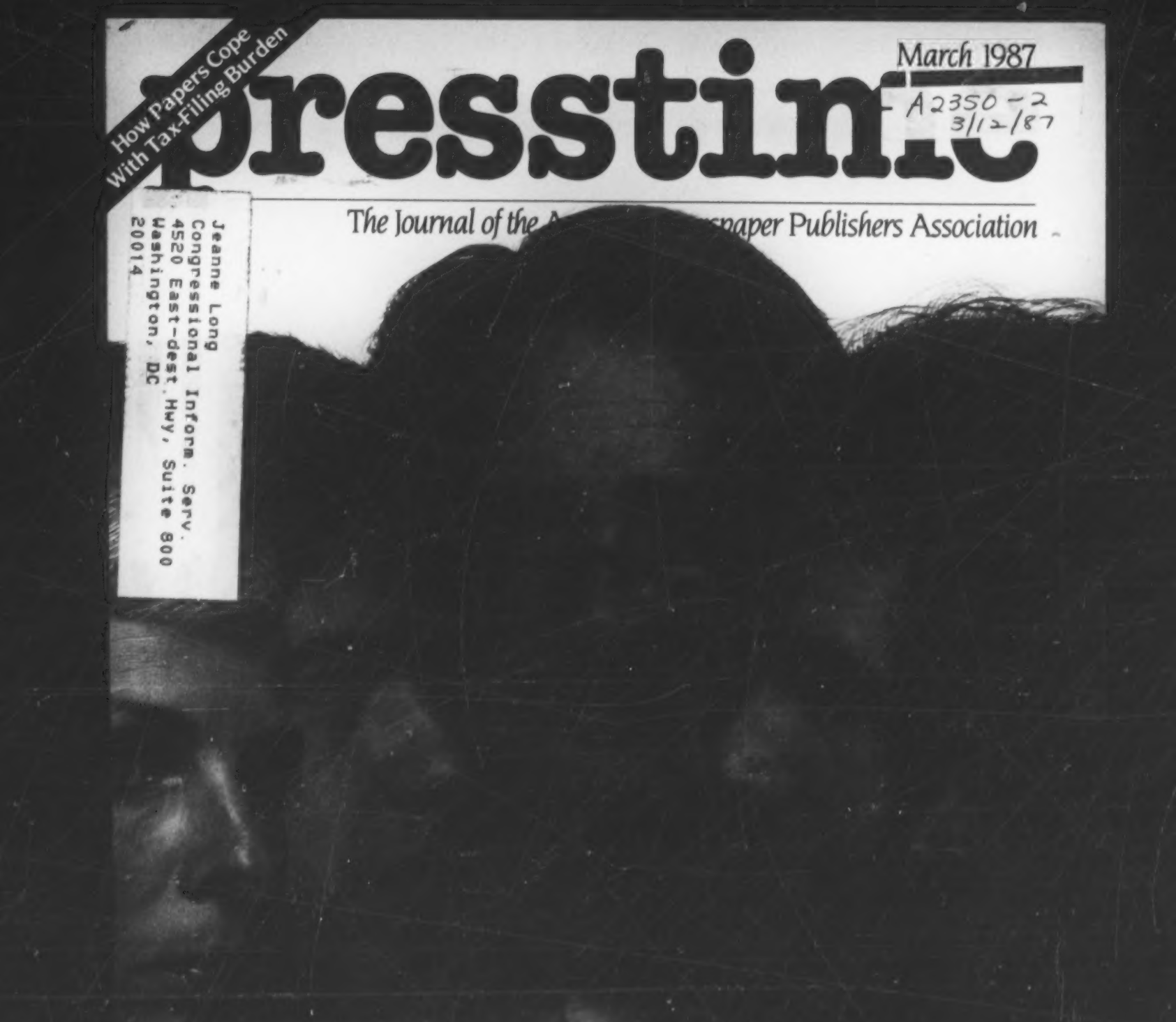

SPECIAL REPORT

The Changing Face Of the Newspaper Workforce

The people who grew up on TV... have helped us grow into No.1!

"Grabbing most of today's publicity is Gannett's USA TODAY, serving up the short, sweet, colorful news America is used to getting on tv."
–Marketing & Media Decisions, January, 1986

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–Forbes, January 12, 1987

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No.1 [illegible]

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ROBERT E. PAGE
President and Publisher, Chicago Sun-Times

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Special Report *The face of the newspaper workforce has changed and is continuing to evolve. Compared to a generation ago, today's newspaper employees present a more racially and sexually balanced picture, with larger numbers of blacks and women. Tomorrow's workforce will be older and probably consist of more women, single parents and dual-career families. Younger workers will be harder to find and will present new demands. How will newspapers cope with this new workforce, and what should they be doing now to prepare for it?* 26

Taxing duty *It's April 15 all year-round for a growing corps of newspaper experts who help their companies comply with tax laws.* 6

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CHAIRMAN'S CORNER

ANPA, Constitution anniversaries will merge at Convention

By now I expect each of you has received, completed and returned your registration forms for the 1987 ANPA Convention in New York City. We need those registration forms back no later than March 30.

This year's Convention promises to be exciting, entertaining and informative. It is focused on two important anniversaries–the 100th anniversary of ANPA and the 200th anniversary of the Constitution of the United States. Our theme this year is: "The Blessings of Liberty: The Next Hundred Years."

Your Convention Arrangements Committee, chaired by David Laventhol, president of The Times Mirror Co., has been hard at work for nearly a year creating and developing an event that is commemorative in nature yet at the same time relevant to the future of our newspaper business.

Alvah H. Chapman Jr.

Because of the special nature of this 100th Anniversary Convention, activities will begin a day earlier than usual. Opening ceremonies will be Sunday, May 3, at Castle Clinton in Battery Park on the southern tip of Manhattan. The site provides a spectacular view of the Statue of Liberty in the harbor and is an appropriate location for the start of this meeting. New York Gov. Mario Cuomo has been asked to welcome ANPA conventioneers to New York, and President Reagan has been invited to speak at these opening ceremonies.

Also on Sunday, ANPA will operate "expert centers" near the registration area in The Waldorf-Astoria's Hilton Room. Information will be available there on labor and personnel matters, technical operations, legal/postal/government affairs, advertising, marketing, and literacy. Expert staff and committee members will be available to answer your questions and to provide advice. These centers have been successful in the past in providing members one-on-one sessions on specific issues.

More general matters of interest to our business will be covered in the various Convention sessions. Some of the topics include: the drug problem, minorities in our industry, and the future of retailing and advertising. There also will be a special panel discussion on the next 100 years.

A Fred Friendly seminar will be conducted on "The Balance of Power." Former Sen. Gary Hart and Sen. Robert Dole will exchange ideas, and other speakers such as former Presidents Carter and Ford have been invited to speak at the various meal functions.

As you can see, David Laventhol and his committee have developed an especially interesting program for this special Convention. I hope you and your executives will participate. I know that there are many demands on our time, but I feel these annual meetings are important for us as individuals and as newspaper people. I am certain we will leave New York better informed than when we arrived and better prepared to face the challenges that lie ahead for the newspaper business.

I look forward to seeing you there.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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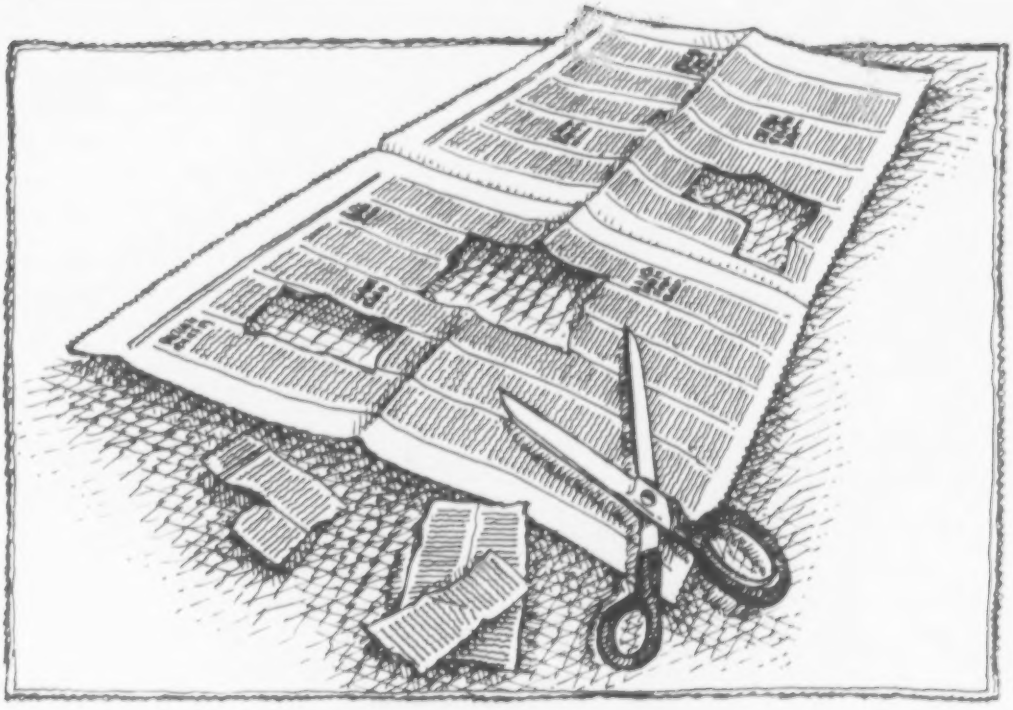

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Taxing Position

For some newspaper companies, satisfying the IRS and other tax authorities is a year-round job

BY MARY A. ANDERSON
pressTime staff writer

If you think your personal 1040 form is complicated, you should see what Christopher W. Baldwin does to satisfy the Internal Revenue Service and state tax collectors.

Baldwin, director of taxes for Gannett Co., has a staff of eight accountants and other specialists to file the company's numerous tax returns, including 300 state income tax returns. "Sometimes, the list seems endless," he says.

The company's federal income tax return is "the size of a major metropolitan phone book," he says.

This year, Gannett will pay $230 million in income taxes, according to Baldwin's projections--$200 million to the federal government and $30 million to the states and localities.

Because of its size, Gannett gets routine, annual audits that are conducted by the "Large Case Group," in IRS parlance.

Gannett is by no means alone. The Tribune Co. of Chicago and The New York Times Co. are among other large newspaper companies that provide permanent office space to accommodate the IRS agents, every year, all year.

LIVING WITH THE IRS. The arrangement is normal for any of the country's largest companies that meet certain criteria set by the IRS. The agency selects companies for the extra scrutiny through application of a point system that assesses variables such as gross assets, gross receipts, number of subsidiaries and diversification, as well as the estimated amount of IRS manpower needed for an audit, says IRS spokesman Roderick P. Young.

"The IRS has a presence indefinitely" in any large company, says Timothy J. McCormally, tax counsel for the Tax Executives Institute in Rosslyn, Va., an information-sharing organization of more than 4,000 corporate tax officers in the United States and Canada.

The IRS calls it the Coordinated Examination Program. Agents work on rotation, so they are not with any given company longer than about two years at a time, "to keep them fresh and avoid any implication of (companies) cozying up to the IRS," McCormally says.

"We have a similar situation to what Gannett has," says Theodore D. Novak, tax manager for the Tribune Co. "Every year, we are audited. The IRS comes in . . . and we give them a room. They call in specialists, depending on the circumstances."

What's it like to live with the IRS? "You find out they're human. And in the situation, you develop a working relationship with the individuals. You find there are sometimes ups and downs with it. I find we get along with them very professionally," Novak says.

Baldwin agrees. "You develop a rapport and a relationship with them that's professional and try to respond to their requests for information," he says.

But that effort can be "frustrating at times," says Thomas H. Nied, who directs a staff of 10 professionals in the taxation department of The New York Times Co.

"The IRS has been here permanently for the past five years," he says. "They're distracting. They're demanding a lot of time and effort to respond to their questions."

At any given time, there are from one to five IRS agents auditing Times Co. returns for different periods of time. It takes about a year for the IRS to audit one year's returns.

"For the 1982-1984 cycle, we have received close to 200 questions in writing from the service. Many of those questions are 3- to 10-part questions," Nied says.

Gannett provides an office for up to three IRS agents in its Rochester, N.Y., offices, and another office for an unending stream of state tax collectors--one state at a time--at the company's headquarters in Arlington, Va.

Smaller newspaper groups and independent papers still turn to certified public accountants and outside attorneys for help with their taxes.

But as more and more newspaper companies have grown through mergers and acquisitions, they have added staffs of up to 10 professionals to do their tax filings, which become more voluminous and seemingly more complex with each passing year. These staffs of in-house tax experts, long familiar to some other industries, are fairly new to newspapers.

The New York Times Co. began its in-

Gannett's Baldwin oversees the filing of federal and 300 state returns.

house tax service about 17 years ago. But the level of expertise has changed significantly since then.

"If you go back 17 years, The New York Times was just a newspaper. (The tax department) used to be a clerk. As the company has grown and made acquisitions, and expanded into different taxing jurisdictions, we have drawn more attention from the (Internal Revenue) Service. Today, we have attorneys, and 'Big 8' accountants"–people once employed by the eight leading accounting firms–"staff the tax department," Nied says.

NEW TAX LAW. In general, auditing issues of the 1980s have concerned investment tax credits and the adjustments to book income (pre-tax, net income from domestic operations) in calculating taxable income, says Gannett's Baldwin.

But changes in the federal tax law enacted last year have brought new challenges to newspaper tax departments.

Publishing, and newspapers in particular, are among the winners in the latest tax restructuring, according to a December 1986 analysis by the investment firm Shearson Lehman Brothers. The trade-off in the 1987 tax year will be lower overall tax rates for newspapers, traditionally one of the highest-taxed industries, in exchange for elimination of numerous tax preferences [**presstime**, Oct. 1986, p. 12].

Newspapers' taxable income will increase because of the loss of investment tax credits, the loss of some deductible expenses, new capitalization rules and the alternative minimum corporate tax. But the new tax rates, with projected reductions of about 5 to 10 percent over the next two years, should more than compensate, experts say.

Nonetheless, the changes make newspaper tax returns more complicated than ever. As if tax specialists for newspapers were not busy enough.

"There are busy times and there are busier times," says Gannett's Baldwin. "There are no times when there's a down period. There used to be peaks and valleys in the tax practice, but that's not true around here, with the acquisitions and the dispositions. There are no lulls. I think in the future, for 1987's return and beyond, we will probably have to expand the staff to meet the new record-keeping requirements."

Novak says the Tribune Co.'s 1985 federal return was about 1,000 pages. The firm paid about $108 million in state and federal income taxes for that year.

This year, "Due to the complexity of the tax law, the tax file is getting thicker," he says, adding, "I could always use more" than his current staff of six to process the multitude of corporate tax returns.

"For the 1982-1984 cycle, we have received close to 200 questions in writing from the (IRS)."

Thomas H. Nied
The New York Times Co.

Nied says he does not plan to expand his staff off 10 at The New York Times Co., which prepared state and federal income tax returns totaling about $99 million for 1985 and expects to pay about $123 million for 1986.

Nor does Knight-Ridder Inc. plan to expand its staff of four tax professionals. However, the new tax law will necessitate some expansion of computer capacity, says Paul Youngren, assistant vice president of taxation.

STATE TAXES. The IRS may be looking more closely at newspapers, but newspapers are *definitely* looking more closely at the state tax implications of the new federal tax law.

"Generally, our members are becoming more and more attuned and active in the state tax area," says McConnally of the Tax Executives Institute. "With lowering of the federal tax rate and states becoming more aggressive, the importance of state taxes has increased tremendously. So, for those with a large dispersion of properties, that could have significance."

State tax authorities have been auditing Gannett more frequently in recent years, a development Baldwin attributes to the high profile of USA Today. "Generally, states are more aggressive with us because we are more visible," he says.

Most states also are redesigning their tax codes to adjust to the revisions in federal tax law, and some states are seeking to use the federal changes to broaden their tax bases. Some current state legislative proposals call for elimination of the exemption of newspaper circulation sales from sales taxes, or extension of the sales tax to sale of advertising services. (See story, p. 56.)

State returns also make up the greatest bulk of newspaper tax filings, while accounting for a small fraction of the total tax burden. When a company has several properties or subsidiaries in one state, it must file a separate income tax return for each.

The Knight-Ridder staff files between 250 and 275 state income tax returns, in addition to other state tax returns and, of course, the federal return, according to Youngren.

Moreover, each yearly return is preceded by quarterly estimated tax reports. By the time state returns for property, sales and payroll taxes are added, most of the largest newspaper groups must file thousands of returns and other tax-related documents.

GETTING TOGETHER. To help keep pace with the ever-changing world of taxation, Nied of the Times Co. and Baldwin of Gannett formed a media tax group about six years ago. The informal group initially had about 12 members. Now, 60 to 80 tax specialists representing a variety of media companies join in the meetings, usually following semiannual meetings of the Tax Executives Institute.

"It has brought together the tax people from the major media companies, not just newspapers, to share similar experiences," says Nied. "The group . . . tries to make sure that members of the major industry organizations do not act in direct conflict with the media group as a whole. We try to make the effort as consistent as possible."

Among the tax departments of large media firms, Baldwin believes Gannett's may have the highest public profile, partly by virtue of the move of Gannett corporate headquarters to the Washington, D.C., area. "We're just more active in the whole broad spectrum of taxes," he said. Baldwin, for example, has testified on tax legislation be-

fore the House Ways and Means Committee and at IRS hearings on regulations.

"I would hope that we're leaders in every facet of the tax administration and tax departments of newspapers," he says.

"I don't like to think of us as just a compliance shop, just cranking out returns. We handle research, planning management on tax-related matters and answers to tax questions dealing with the company's benefit plans," in addition to analyses of the tax implications of acquisitions, he says. "I like to look at us as a full-service tax department . . . providing the whole gamut of tax planning, tax work, administration, et cetera."

Baldwin runs a centralized tax department, meaning that all income tax preparation for Gannett properties occurs in his office. "They supply us with financial information through a year-end financial package and year-end property package," he explains.

Gannett uses its own computers to consolidate and prepare the final returns, as does Knight-Ridder. But some other companies, such as the Tribune Co. and the Times Co., consolidate information from subsidiaries, then use an outside computer service, called Fast-Tax, based in Dallas.

"We have a computer in house, but we still use the Fast-Tax system to do the federal return," says Nied. "At present, I think the Fast-Tax system with some refinements could be the ultimate tool we would use in preparing the federal tax return."

"We're dealing with federal tax changes, and presumably up to 50 states. If we go totally in-house, we must hire a programmer who, every time there's a change in the law, must calculate the program to accommodate the changed law," the Times Co. tax specialist adds.

McCormally of the Tax Executives Institute agrees with some of the newspaper tax directors that vendors such as Fast-Tax are better equipped to accommodate tax changes faster than can individual corporations, despite the growing trend to do more tax preparation in-house.

For the Gannett operation, Baldwin disagrees. "Fast-Tax doesn't offer enough more than what we can do here, to consider them," he says. But he speculates that the company would consider an outside service if it developed a much more sophisticated capability.

However, even its sophisticated system hasn't always helped Gannett when dealing with some tax authorities. On several occasions since he became tax director in 1979, Baldwin has been called to smooth things over with a local sheriff, padlock in hand, or other authority intent on collecting taxes by seizing assets or closing a newspaper or broadcast station. The Gannett executive tells authorities in such instances "that we want to be good corporate citizens" and will pay any taxes due them.

Generally, he says, such misunderstandings arose because the local authorities believed they were only dealing with one small business, not realizing that taxes would be paid through Gannett corporate offices. The threats stopped after they learned they were dealing with a much larger company, he says.

"Those incidents are less prevalent now than they were back when I first started," says Baldwin. As Gannett refines its tax-filing procedures, he says, "It's a constant evolution and, hopefully, the change has been for the better." □

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Database Searches

Newspapers make big strides in supplementing reporters' legwork by plugging into computer-based, on-line services

BY C. DAVID RAMBO
pressTime staff writer

With deadline fast-approaching, editorial writer Doug Manship Jr. of the Advocate and State Times of Baton Rouge needed the first names of six Soviet dissidents. His background material in hand listed only last names. Using a computerized database, the newspapers' library came up with the information in about 20 minutes.

A reporter for the Daily Press and The Times-Herald of Newport News, Va., asked his newspapers' library to check candidates for the job of city manager. An electronic search again proved valuable. "In one case, we found that the guy had been fired from his job" in another city, says Theresa M. Hammond, director of library services.

And at The Washington Post, coverage of the Iran arms controversy has been supported routinely by skillful, on-line background checks–particularly when unfamiliar names have surfaced. "As soon as a character's name pops up, we do a search on him to see what he might be involved in," explains Kathy A. Foley, deputy director of information services.

Citing these and other examples, many newspaper researchers and editors say computer databases comprise one of the best research tools since the advent of encyclopedias. More newspapers are subscribing to commercial databases and using them in a greater variety of ways. All the while, the number of database offerings continues to grow.

"I wouldn't want to do without" the capability of on-line searches, says Don Buchanan, managing editor of the State Times in Baton Rouge. "It would slow us down, and our stories wouldn't be nearly as detailed."

"A lot of the databank searching is really bread-and-butter stuff" leading to better, in-depth stories that offer more perspective, says Jim Hunter, librarian of The Columbus Dispatch.

> *A lot of the work "is really bread-and-butter stuff" leading to better, in-depth stories.*

Such services can be expensive, however. In fact, the librarian of one large daily says the paper lately has spent upwards of $30,000 a month on them. "I would hate to be quoted on that, because I'm not sure management knows how much we're spending," the librarian says. Experts say costs may drop in the future as database companies make use of compact disk technology for storing data.

Basically, on-line databases are extensions of a newspaper's own library or, to use a dying term, the newspaper morgue.

There are dozens of such services. Researchers gain access to them by using a computer terminal linked by phone lines to the database. Virtually any kind of information can be retrieved and in various forms—from bibliographic notations to abstracts of articles and even full-text versions. Librarians usually have a printer attached to their terminals for making printed copies of information that appears on the screen.

SURGE IN USE. There are no comprehensive data on the number of newspapers subscribing to database services. However, a survey conducted last spring in conjunction with the Special Libraries Association's Newspaper Division—the largest organization of newspaper librarians—indicates use is growing substantially.

According to the survey, at least 80 newspapers use on-line services. A similar study in 1984 showed only 39 subscribers.

About one-third of the 80 spent between $1,000 to $10,000 a year on database services. The rest were about evenly divided into groups spending between $10,000-$20,000, $20,000-$30,000 and more than $30,000.

The Columbus Dispatch's Hunter, who coordinated the recent survey, says questionnaires were sent to 456 librarians at about 300 newspapers; 168 librarians representing 155 newspapers responded.

Not only has there been an increase in the number of newspapers using commercial services, there also has been an increase in the variety of uses.

For example, the SLA Newspaper Division studies show the business and news desks make the most requests for on-line searches. But experts report increased interest coming also from such areas as the features desk.

Scott Dennsey, Daily Press and The Times-Herald

Librarian Hammond and Newport News business reporter Matthew Sherrin gather information from computerized database.

Anne C. Leggett, library director of the Baton Rouge newspapers, says the Advocate's music critic requests advance information on shows he reviews on visits to New York. And profile writers make good use of biographical information on out-of-town celebrities. Facts gleaned from such a wide variety of sources might not be available by perusing local clips or other limited print resources, she adds.

Diane C. Mirvis, chief librarian of Syracuse Newspapers, says a study of database usage at her newspapers between August and December 1985 showed that the city desk and its staff of reporters accounted for the largest numer of on-line requests—33.6 pecent of the total. Others were the business desk (19.7 percent), the lifestyle desk (13.27 percent), sports desk (12.94 percent), the news bureaus (7.8 percent) and the editorial department (6.8 percent).

Another frequent user was found to be newspaper management. The front office routinely seeks such things as information on vendors and other companies for corporate reasons, and profiles of pebple for personnel and business reasons. Management also uses the *Official Airline Guide* database, which allows newspapers to check schedules and car-rental rates and even to book reservations.

"Use patterns" can be misleading, however. They can change as the mix of employees in the newsroom changes, Mirvis says.

"It really depends on the research style of the editor heading that department and the research style of individual reporters," she explains. Some reporters never consult the library, she says, regardless of whether they might benefit from a routine check of periodicals or a detailed on-line search.

FAVORITE DATABASES. Regardless of how many different kinds of database requests a newspaper may generate, there is an ever-expanding plate of on-line services from which to choose. There are literally hundreds of individual services available, and more are being introduced all the time.

In addition, many of the services are constantly expanding their menu of individual offerings. Experts say there is no single database that will meet all needs. That is true, they say, even though some services overlap through arrangements called "gateways," in which one program offers access to other databases.

Nevertheless, a handful of services are proving to be particularly popular among newspapers. According to the 1986 SLA Newspaper Division survey, the most widely used is Nexis, produced by Mead Data Central of Dayton, Ohio.

Nexis has a huge offering. Full texts and abstracts are available from at least 15 newspapers including The New York Times, The Washington Post, The Christian Science Monitor and American Banker; at least 33 consumer and specialty magazines such as Business Week, Forbes, Aviation Week & Space Technology, and Oil and Gas Journal; at least 10 wire services including the Associated Press, United Press International, the PR Newswire and Xinhua (New China) News Agency; at least 42 newsletters such as McGraw-Hill's Biotechnology Newswatch; the Federal Register and other government documents; and the Associated Press Political Service containing information on congressional and gubernatorial candidates. The list goes on and on.

Charges for the services are almost as diverse as the offerings. For example, in the case of Mead Data Central, there are four charges that make up the final user bill: a monthly fee, either $50 or $125 depending on the services subscribed to; a basic telecommunications charge, either $17 per hour using WATS lines or $12 using any one of the three dedicated data-carrier lines—Meadnet, Telenet or Tymnet; "connect time" to the service's mainframe computer, $20 per hour; and a $9-$23 "search fee."

There are hundreds of individual services available, and more are being introduced all the time.

In addition, a hard-copy printout or copying the computerized data on a magnetic floppy disk costs 2 cents per line of text.

The SLA study shows that other most widely used services are:

- Dialog Information Services Inc. of Palo Alto, Calif., providing more than 200 bibliographic databases on many subjects.
- Vu/Text Information Services Inc., a Knight-Ridder subsidiary in Philadelphia, offering access to files of at least 35 newspapers, the Associated Press, an encyclopedia, various business and finance databases, maritime-related information, Canadian news sources, international news and even recipes. Vu/Text also sets up and maintains newspapers' electronic libraries.
- Dow Jones News/Retrieval Service, giving access to files of Dow Jones publications including The Wall Street Journal and to extensive information on business, government and the courts.
- DataTimes, offering access to files of a number of newspapers for which DataTimes' parent company–Datatek Corp., a subsidiary of Oklahoma Publishing Co. of Oklahoma City–has set up automated library systems. DataTimes and Dow Jones News/Retrieval Service recently entered into an agreement by which the Dow Jones service will be available through DataTimes.
- Info Globe of Toronto, offering stories from The Globe and Mail of Toronto and used mainly by Canadian newspapers.
- An online database of the Canadian Press, the Canadian news cooperative.

A big factor to consider in selecting databases is cost. "It really must be cost-effective," says Mirvis of Syracuse. She tests systems extensively before subscribing to them and has dropped some after buying them because their worth did not pan out.

In some cases, databases can help newspapers cut costs. "Some things on Dialog are full text from (publications with) subscriptions costing $400-500 a year," notes Hammond of the Newport News newspapers. For publications consulted relatively infrequently, it is easier and cheaper to use Dialog

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than to keep buying the annual print-version subscription.

Leggett of the Baton Rouge dailies, which subscribe to Nexis and DataTimes, says newspapers have the option of researching databases to which they do not subscribe by contracting with an outside source, perhaps an educational facility. For example, the Lousiana State University library in Baton Rouge subscribes to some databases that the newspaper does not have. Calling on those services "supplements what we can do in-house," Leggett says.

SEARCH SKILLS REQUIRED. Each service comes with its own set of passwords and computer commands. Because of the complexity and sometimes stiff fees, the most effective way to use on-line databases is to limit the searches to expert researchers who have become computer-keyboard virtuosos.

The experts at most newspapers are the same librarians upon whom reporters relied in pre-database days for research assistance. Reporters and editors generally are told to keep their hands off the equipment.

"Our attitude is we can do it better and cheaper," says Foley of The Washington Post. An exception at the Post is that some desks employ their own qualified researchers who are allowed to perform searches.

Another exception common to many newspapers is to allow reporters and editors freedom to peruse their newspaper's own electronic files if the system is so equipped. In many cases, the journalist can use his or her own video display terminal to do so.

Mirvis says the Syracuse Newspapers are working on a system intended to simplify searches. The goal is to make all on-line work as easy as gaining access to the newspapers' own files. Completion of the project is "down the road," however. Mirvis adds she is not yet sure how liberal the newspapers are going to be in allowing editors and reporters to use it on their own.

For now, she and her staff maintain tight vigilance on the systems. "I use that database as just another tool in my library," she says, and the library has final say on whether a reporter's information request merits an electronic search. Major disagreements between the library and editors or reporters are taken directly to the managing editor or even to the publisher, she says.

There may be some other disputes brewing over the use of such databases. The courts so far have held that records available on paper should be equally available when stored on computers. But some observers say there are "Big-Brother"-like privacy questions yet to be addressed. For example, through the databases it is possible to dig up sensitive or embarrassing facts about people that would be practically impossible to compile otherwise. With help of the computer, one might easily learn of previous marriages, about property owned in distant cities, about a criminal record or other particulars hidden in the closet.

Another privacy concern has to do with those who conduct searches. Some database companies say the CIA, FBI, National Security Agency and others have asked to see records showing who uses the databases and for what purposes. The companies have rejected such requests.

Barring any curbs imposed as a result of such concerns, current users say there is no doubt that newspapers will continue to expand their use of databases, and that journalists and researchers will come up with new and more innovative ways to make withdrawals from memory banks. □

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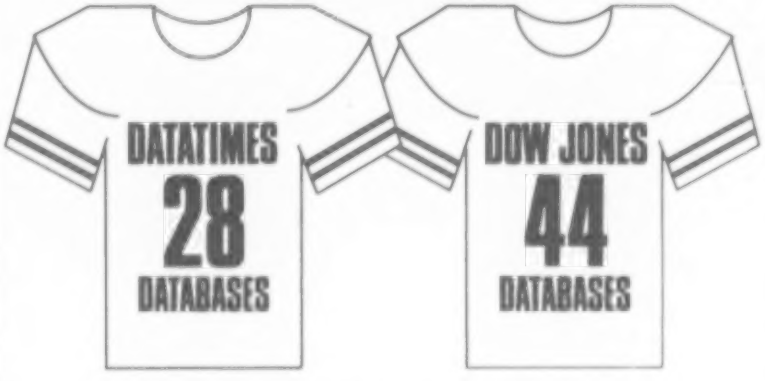

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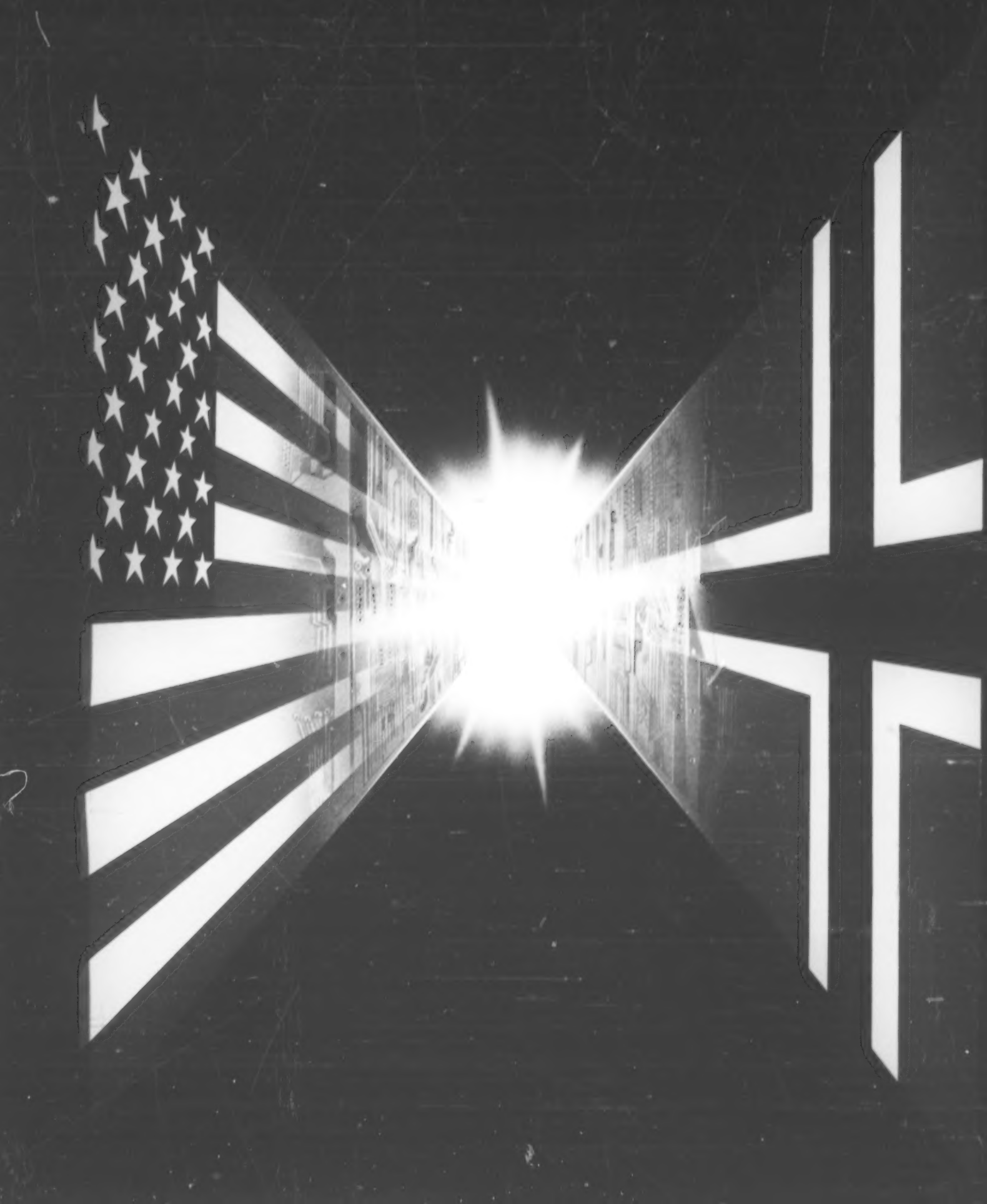

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WEATHER PAGES

Everybody talks about the weather, and newspapers are doing something about it: making their coverage clearer, brighter and more complete

BY GENE GOLTZ
presstime staff writer

Many U.S. daily newspapers are completely remaking their weather pages in response to readers' nearly insatiable demand for weather news.

One weather editor compared the recent demand to a sports addict's hunger for more and more statistics. Readers devour the colored, three-dimensional weather maps, local and regional weather reports, weather stories, weather anecdotes, and historical weather notes. Still, they ask for more.

"It's amazing how keen an interest there really is," says Kelly Smith Tunney, assistant general manager/director of communications for the Associated Press.

"We get a million minute requests," says Mike Hurley, weather editor for the Los Angeles Times.

Letters about weather coverage arrive at the rate of about 50 a week, he says. Readers ask for more global temperature reports, national listings, marine forecasts, details on winds off Tahiti and snow depths in Duluth.

"When someone has a particular tie to a spot on the Globe, they want to see how the weather is there," says Hurley. "There's a great deal of reader demand for specific data."

Greater reader interest in things meteorological was demonstrated in a recent survey of 165 daily newspaper managing editors. More than half of the 109 respondents said they were devoting more space to weather news than three years earlier.

The survey was conducted by journalism Professor Douglas A. Anderson and graduate student Claudia J. Anderson of Arizona State University, and results were reported in the Summer 1986 issue of Journalism Quarterly.

Today, the survey found, about a third of all dailies above 20,000 circulation devote a half-page or more to the weather. And whereas there was little eye-catching color on newspaper weather pages five years ago, today two out of every 10 large papers have them, and one of every 10 small papers.

It's not clear whether reader interest has been awakened because of many newspapers' flashy new weather pages, or whether such pages have been created in response to reader interest. What is clear is that all over the United States, newspapers have been overhauling their weather pages—often in drastic and spectacular fashion.

USA Today, with its full-page, full-color weather report, is credited in many circles with encouraging other newspapers to discard gray and tired weather pages and to modernize them.

In the survey of managing editors, more than a fourth of the respondents agreed that the colorful Gannett Co. national daily had provided impetus for their newspapers to provide better weather news and maps, but about two-thirds said that was not the case. (Some respondents indicated they did not know.)

Some newspapers took the initiative to redesign their weather presentations before USA Today's debut in September 1982. For example, one year earlier, The Providence Journal began overhauling its weather package. Managing Editor/Graphics David B. Gray says the new version appeared "long before any perceived pressure from USA Today."

Yet many other newspapers took notice of USA Today's bold and colorful weather format. Joe Coleman, assistant managing editor in charge of photography and graphics at The Atlanta Journal and The Atlanta Constitution, says that when those papers were being redesigned, the managing editor at the time "had seen the USA Today prototype and found one thing worth stealing—an expanded weather map."

When the Chicago Tribune was being redesigned in 1983, the weather page was on then-Graphics Editor Howard Finberg's mind because, as he said at the time, "the (Chicago) Sun-Times was redesigning their (weather) presentation and USA Today was ready to roll into Chicago with its full-color page."

Newspapers apparently are still on the weather-page binge.

The Los Angeles Times, which had redesigned its weather report in 1981, recently came out with a redesign of that redesign. It added graphic illustrations of air pollution forecasts and marine forecasts to 60 miles out from the coast—the entire 500-odd-mile California coastline, not just Southern California as was previously the case.

A rival newspaper, The Orange County Register, revamped its weather page last fall. It now carries nearly a full page of weather news, with three maps—one national, one state and one county.

About a third of all dailies above 20,000 circulation devote a half page or more to the weather.

THE FORECASTING GAME. Regardless of their editorial emphasis on the subject, U.S. newspapers large and small get much of their weather information, directly or indirectly, from the government's National Weather Service. The NWS collects data from 260 U.S. locations, weather satellites, weather stations at military bases around the globe, and from other countries that share weather information on a cooperative basis.

Through 52 forecasting stations and with the help of 100,000 volunteer storm-spotters, the NWS makes weather information available free to newspapers or anyone else wanting it and having a means to receive it. The service boasts that the accuracy of its forecasts has improved immensely over the past 40 years.

Even so, a host of private companies that sell weather information to clients have sprung up. They claim to provide specialized and localized forecasts that are beyond the mandate of the NWS.

"The private weather companies out there take the bulk information and digest and tailor it for a client," says Donald E. Witten, director of the office of public affairs

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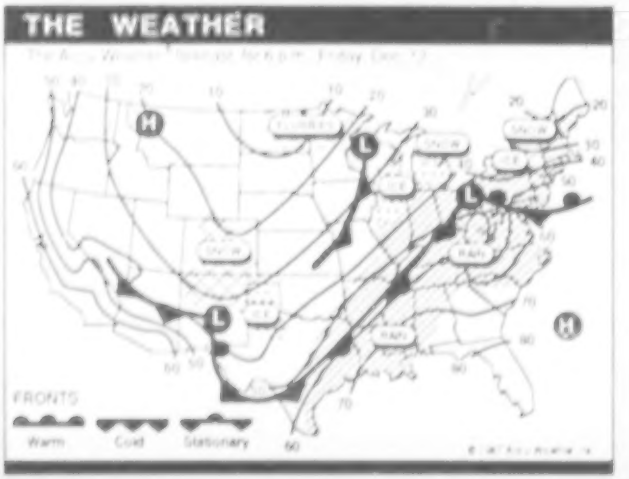

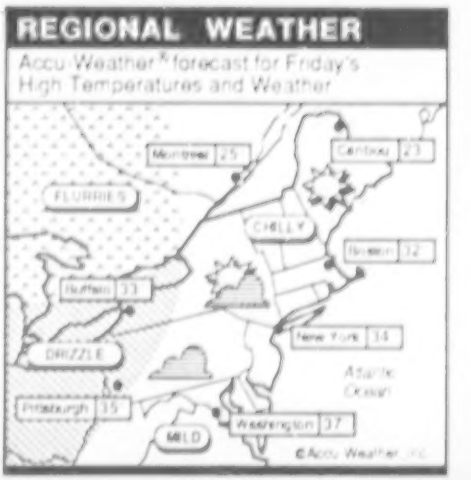

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for the National Oceanic and Atmospheric Administration, the U.S. Commerce Department agency that oversees the NWS.

Of the dozens of private weather consultation services around the country, four are catering to newspapers. Originally, they furnished weather information to radio and television stations as well as to a variety of other entities as diverse as farmers, ski resorts and commercial fishermen. Now they are slowly picking up daily newspaper clients.

Their fees vary from newspaper to newspaper and are based on such factors as the amount and the degree of customization of the information supplied, and on the paper's circulation size. Bob Lindmeier, general manager of one of the four companies selling to newspapers, Weather Central Inc. of Madison, Wis., says fees can range from $3 a day to $60 a day and up. For $3 a day, a small newspaper, for example, would get a black-and-white weather map with general information showing nationwide weather. The fees go up with added services, such as color-coded or three-dimensional maps, regional weather, or such features as picnic, gardening or sun-tanning forecasts.

The private firm claiming to be the largest of the four serving newspapers is Accu-Weather Inc. of State College, Pa., the home of Penn State University. Accu-Weather President Joel N. Myers, who founded the firm in 1962, has a doctorate in meteorology from Penn State and is a trustee of the university.

Myers says Accu-Weather has more than 1,000 clients, of which "40 or 50" are newspapers, including the Philadelphia Daily News—Accu-Weather's first newspaper client back in 1973—the New York Daily News and The Washington Times.

Accu-Weather, like the other private weather services, will provide virtually all things for a newspaper weather page. It offers about 35 different weather packages, including a sun-tanning index, gardening forecasts and international forecasts, such as the weather in Paris or Shanghai. It will furnish meteorologists, artists and computer technicians to help a newspaper completely redesign its weather page. It will transmit graphics, including daily weather maps, graphs and sketches, via computer to the newspaper ready to print.

Accu-Weather was the original supplier of USA Today's material for its weather page, but after a contract dispute in 1983, the relationship was terminated.

Weather Services Corp. of Bedford, Mass., founded in 1946, has about 600 clients, including six newspapers. The company now supplies the material for USA Today's weather page with the familiar three-dimensional color map.

Weather Services sends black-and-white national weather maps over a telecopier to USA Today by 2 p.m. There is one map for each color--red, blue, yellow, black--with the area drawn with black pen on each of four maps showing where the particular color should go. The maps also come complete with black-and-white rain or snow cross-hatching and locations showing cities and temperatures. USA Today then adds in the colors.

The pre-progammed weather text is sent directly from Weather Services' computer into USA Today's computer. The text includes a chart showing four-day forecasts of each of the 50 states, a short summary of "Weather Across the USA" in seven regions, a chart of highs and lows in cities around the world, weather summaries in 28 major U.S. cities, a short weather story covering the nation and other features.

Because the text is transmitted computer to computer the deadline is around 5 p.m. and can run as late as 6 p.m. Michael Chihak, assistant national editor at USA Today, says the deadlines are not strict, but that the weather page usually is not updated once it is prepared. In case of drastic weather changes, such as fast-moving hurricanes, Chihak notes, the paper would treat those as a news story to be run separate from the weather page. Deadlines for the paper's international editions are 11 a.m. for maps and 2:30 p.m. for text.

Since last year, the back page of USA Today's front section has not been devoted entirely to weather. There is now an ad across the bottom of the page—sometimes keyed to weather matters—that runs 3 inches high.

Weather Central of Madison, founded in 1974, recently has begun to step up its solicitations for newspaper clients. Last year the company developed a modern weather page with the Wisconsin State Journal in that city and has been supplying weather text to the Milwaukee Journal. The firm is negotiating with six or more newspapers to provide complete weather service, company officers say. Weather Central has about 140 non-newspaper clients, including the CBS television network.

Another meteorological company just getting into the newspaper business is six-year-old WeatherData Inc. of Wichita, which has been feeding weather information to about 40 clients who include radio and television stations and private entities such as agricultural agencies.

After working on a weather page for three years with the Wichita Eagle-Beacon and doing some graphics work for the Eagle-Beacon's parent, Knight-Ridder Inc., WeatherData announced Oct. 22 the formation of a newspaper network. Like the other private services, it offers a complete range of graph-

Weather Central Inc. provides map run by the Wisconsin State Journal of Madison.

Of the dozens of private weather services, four are catering to newspapers.

ics including national and regional weather maps that can be sent directly to a newspaper's computer by telephone line. WeatherData also offers weather text written in the style and typeface of the client newspaper -- even custom-made weather symbols such as snowflakes and lightning.

WIRE SERVICES. The Associated Press and United Press International also have been modernizing their weather services to meet the increasing demand. AP has signed up 24 newspapers for its Weather Auto Relay Network, an automated weather service that was started last summer. WARN provides graphics and text for 6,000 different weather items provided by the National Weather Service.

A newspaper can pick from that menu and receive the text and graphics directly into its own computer system.

AP also has been working with Accu-Weather on developing and furnishing new, enhanced national and regional weather maps to AP newspapers. Chris Pederson, AP editor in charge of technology, says, "A lot of the impetus (for improved weather packages) has come from member newspapers. Newspapers are sprucing up their weather pages, and since AP is out there in more than 1,400 newspapers, they are going to rely on us for that mission."

According to Pederson, AP was contacted about a year ago by newspapers using Atex front-end systems because the slow-speed National Weather Service printers were not churning out the copy at computer speeds. "So they said, 'Can AP help?' We were lucky, and I think they were lucky," says Pederson. "At the time we were in the midst of a program to speed weather information to our bureaus from New York, so it was great timing."

The upshot, says Pederson, was that AP was able to unveil WARN at last year's ANPA trade show in Atlanta.

A newspaper can receive text and graphics directly into its own computer system.

The 24 newspapers that have signed up for that service include some large ones, such as The Philadelphia Inquirer and The Boston Globe and some smaller ones, such as the Lubbock (Texas) Avalanche-Journal and the Wilmington (N.C.) Morning Star.

The cost is $72.78 a week for each WARN client no matter how many of the 6,000 items it selects to receive. "What AP interprets from this," says Pederson, "is that we now have a service appealing to a wide range of newspaper tastes in the weather, and because these guys can decide exactly how much of that flood of material they want to receive, the smaller guys are not buried. It's not very expensive."

Pederson says AP has done printout samples of the WARN service for large numbers of additional newspapers and expects many more to subscribe.

UPI, meanwhile, is exploring the techniques of sending to newspapers text, maps and other graphics that will feed directly into their computers. UPI is also studying offering newspapers specialized area forecasts.

"We're looking into doing these things for newspapers if they are needed, depending on what the market studies show," says Bruce Kanner, UPI regional manager.

UPI has used Accu-Weather for its broadcasting clients but not for newspapers. It has relied on the National Weather Service to service its newspaper clients.

NOT A PRIORITY. The heightened interest in weather pages is not universal, however. Many smaller papers haven't the wherewithal to gussy up the weather.

A typical example is the Dothan (Ala.) Eagle (morning, circulation 22,445). Managing Editor Doug Bradford says his paper eschews color graphics but carries two full columns of weather news on Page 2, using AP data. The paper runs high and low temperatures of about 100 cities nationwide and carries a national AP weather story. But most of the weather news concentrates on state and local conditions. "We want to know what's going on in Montgomery (Ala.), not Butte, Montana," says Bradford.

In Canada, the Canadian Broadcasting Corp. handles the brunt of weather news. In Toronto, for example, none of the three daily papers even carries a map on the weather page, except for the Saturday edition of The Toronto Star.

"We killed our weather map, which caused no little distress," says Colin MacKenzie, assistant managing editor for The Globe and Mail. "We had a weather map, but it was half out of date, with halftones and no color capability. It just looked like hell. People complained. We still get one or two phone calls a month, but it hasn't seemed to hurt circulation any. . . . If you're seriously interested in the weather, radio does a terrific job."

MacKenzie says the USA Today approach "hasn't swept the country the way it did in the United States."

"I couldn't believe it, how your weather goes over," says MacKenzie. "Your papers carry an amazing amount of weather." □

'Shoe' **By Jeff MacNelly**

I DON'T KNOW IF IT'S WORTH IT TO PRINT THIS BIG WEATHER MAP IN THE PAPER...
YEAH, IT MUST BE EXPENSIVE TO DO FULL COLOR EVERY DAY...
IT SURE IS.
YOU WOULDN'T BELIEVE THE CRAYONS WE GO THROUGH...
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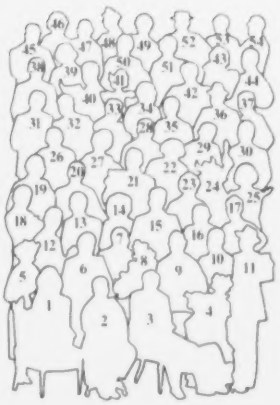

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Desktop Publishing

BY ROSALIND C. TRUITT
presstime technical writer

Personal computers teamed with laser printers produce a less costly alternative to conventional typesetting

(Editor's note: This article is the first in a four-part series on new electronic pre-press technologies and how they are transforming the newspaper business.)

Two years ago when Apple Computer Inc. introduced its Macintosh "desktop-publishing" system, complete with software, hardware and peripherals, the Cupertino, Calif., firm simultaneously gave birth to and locked up a new market.

An Apple Macintosh personal computer with output to a laser printer virtually became synonymous with desktop publishing, and that dominance continues. However, the company's success has prompted a bushel of other software and hardware manufacturers to enter the field and aggressively market new products.

In the newspaper business, desktop publishing is making inroads at small dailies and weeklies. Executives of those newspapers say the systems reduce publishing expenses [presstime, Jan. 1987, p. 18].

"Speed and cost savings are the primary advantages for us," says Joseph A. Tinkelman, co-publisher and general manager of the Potomac Almanac, which is distributed to 30,000 households in Potomac, Md., a suburb of Washington, D.C.

Tinkelman says he and Co-publisher Leslie Leven considered purchasing a traditional front-end system that would have cost about $120,000. Instead, they settled on a desktop system with 14 Macintoshes, two hard disks, two LaserWriters and software for about half that amount. In addition, the newspaper no longer pays $50,000 a year to have its type set by an outside firm.

By using a $5,000 laser printer, some newspapers have replaced $30,000 typesetting machines. The printers also require less servicing, they contend, so maintenance costs are reduced. Savings also accrue from the use of the cheaper paper in the printer and the elimination of costly development chemicals.

One newspaper, a 2,000-circulation weekly, estimated it had been spending $350 a month for phototypesetting paper and another $50 to $100 for processing chemicals before purchasing its desktop system. The newspaper now budgets $50 per month for composing materials.

The technology involves use of relatively inexpensive and easy-to-operate personal computers with software designed for text composition, and in some cases for page makeup and manipulation of graphics, too. A laser printer provides the finished copy on plain paper. In many cases, users also purchase a hard disk for increased storage of data, large computer display screens and dot matrix printers.

Three different types of hardware currently are used for desktop publishing: Macintosh, International Business Machines Inc. PCs and compatibles—computers that run the essentially same software as IBM PCs.

Personal computers can be purchased for about $2,000 apiece, often less with discounts.

As for the software to drive the computers, more than a dozen manufacturers offer publishing packages, and more are arriving on the scene all the time. The packages have been designed to process words, to create line art and to drive typesetters. Software costs range from $500 to $1,000 per program, although some of the so-called professional desktop software may cost $2,000 to $10,000 or more. The more expensive software is faster and (unlike some less expensive packages) offers hyphenation and justification plus a larger dictionary, among other features.

In addition to the relatively modest cost, desktop publishers praise the systems for their ease of use. In many cases, the systems were used to put out a newspaper a day or two after being installed.

On the negative side, users have some complaints about the reduced size of keyboard keys compared with other computer terminals. Also, some say the systems are more sensitive than multi-user front-end systems, with copy occasionally pulsating on one terminal when someone is using another one in a network system.

Newspapers also have complained that it was necessary to have a consultant or other expert assemble and install a network of Macintosh computer terminals for a multi-user system. However, in January Apple introduced a central storage unit that will allow several Macintoshes to share data stored on a central hard disk. The company says this will make networking more efficient.

Typesetting companies and professional typographers dispute whether the laser printers used in desktop-publishing systems yield quality approaching that of conventional phototypesetters [presstime, July 1986, p. 57], but many customers indicate satisfaction with the laser's 300 dots-per-inch resolution. Phototypesetting resolution is 1,200 or more dpi.

There is disagreement on whether laser printers yield quality approaching that of phototypesetters.

ON THE MOVE. There is no doubt that desktop publishing is becoming increasingly popular among newspapers. However, those interviewed by presstime—and that includes computer consultants, computer manufacturers and newspaper computer experts—believe desktop publishing will have only limited use in medium-to-large metropolitan newspapers for the forseeable future. The systems just aren't designed to process quickly the quantity of data generated by larger publications, they say.

Right now, Robert A. Susskind, ANPA programmer/analyst, says desktop publishing is best suited to small newspapers that can use it not only in producing editorial and advertising materials but for internal recordkeeping as well.

In medium-sized newspapers, such a system could be helpful for interdepartmental work and in large newspapers for production within a department, like advertising or promotion.

"It's important to remember that it is primarily a 'pre pre-press' system for very

Systems

Ed Kashi

Electronic Publisher Inc. has sold about 85 Macintosh desktop systems to newspapers, including The Northern Light of Colorado Springs and its publisher, William H. Kezziah (foreground).

large newspapers right now," says Susskind. "Most of the newspapers using it are using it for line art but not halftones. Halftones are still screened and pasted up with the laser-printed text before (a page) goes to the printer."

The systems with less expensive software work best on pages that are nearly identical, such as long columns of type. For that reason, although pagination could be used for a report, it doesn't work as well for a newspaper in which nearly every page is different, according to editors involved in desktop publishing.

Most of the newspapers create display advertisements with a desktop system but prefer to paste up pages by hand because the editors say it gives them more flexibility and control.

'We don't have any illusions that this system would work for larger publications, but we feel it would be ideal for small newspapers—and there are a number of smaller newspapers out there," says Carolyn Grossman, manager of desktop publishing for Xerox. Her company just introduced its first desktop-publishing system. It is IBM-compatible.

All of the companies marketing to newspapers say work is under way to make products more adaptable to a paper's needs. Some of the newspaper executives interviewed say they receive upgrades on equipment two or three times a year.

For example, PageMaker, a software program that integrates text and graphics and is used by several newspapers, until recently would produce only tabloid-sized pages, which made it virtually impossible to create broadsheet pages.

After users, including newspapers, were asked to suggest improvements in the software, PageMaker was modified to produce broadsheet pages. Carolyn Bakamis, spokeswoman for Aldus Corp., the Seattle company that manufactures the software program, says the larger page format is one of 20 new features added to the software program.

In addition to producing larger pages, PageMaker now offers kerning (adjusting the space between characters and words), hyphenation, production of up to 128 pages at a time and the ability to work on facing pages simultaneously. It has also proved popular with newspapers because it offers a variety of tints, lines and borders for advertising displays as well as cropping for graphics.

NEW PLAYERS ATTRACTED. Originally, PageMaker was only available for Macintosh computers, but the company now makes software for use with IBM PCs and compatibles as well. That chronology reflects how desktop publishing has evolved.

Apple, which introduced its Macintosh in 1983, designed it for work with graphics. In 1985, Apple introduced the LaserWriter printer and teamed it with the Macintosh. Line art and text could be combined and transmitted to a laser printer—and desktop publishing was born.

Apple officials advertise the "Mac" as the system that offers the "power of a design studio, typesetter and print shop all right on your desktop."

The idea of teaming a PC with a laser printer didn't remain the company's private domain for long. IBM-type systems were introduced less than a year later.

The operating system for IBM PCs is called PC-DOS, or "personal computer disk operating system." Most computers that are IBM compatible use the MS-DOS operating system. MS-DOS stands for "Microsoft Disk Operating System" because it was developed by Microsoft Corp. Software that runs on MS-DOS computers usually will run on PC-DOS computers, although Susskind says there are exceptions.

IBM's desktop system runs on Interleaf Inc. software. Interleaf has designed Workstation Publishing Software for less complicated jobs and more sophisticated software, RT Publishing Software, for professional use.

The professional software—which costs $8,200, compared with $1,995 for Workstation—has more extensive formatting capabilities and integrates text and graphics more quickly.

Interleaf has just introduced two new laser printers with 300 dpi for use with IBM's desktop system.

The new Xerox Desktop Series, Ventura Publisher Edition, is IBM-compatible as well. The system can provide output to a laser printer as well as to a color ink-jet printer.

Another company, Compugraphic Inc., with personal computers for editorial use and laser printers for proofing, will aim for the professional desktop publishing market.

Desktop systems are sold in a variety of ways. One reason Macintosh became so popular so fast is that purchasers could buy a nearly complete system—hardware, some software and peripherals—from one retailer. Word processing software was often purchased from other companies.

Other companies, including Xerox, offer complete systems as well. The various components of its Ventura system are sold together and separately but are discounted if purchased as a package.

The ways to buy include:

• Getting a "turnkey" package from a manufacturer, in which equipment is sold and installed, training arranged and maintenance provided by that one company. Turnkey arrangements can be good for those

who want to be handed a complete package.

• Going to a retailer, in which hardware and compatible software are bought from one or more vendors. Some newspapers say this gives them more control over specific components of the system.

• Using "value-added resellers," entrepreneurs who contract with a hardware manufacturer to sell the hardware and who then add customized software for a specific market. An example is Electronic Publisher Inc. of Excelsior Springs, Mo. Company President Patrick J. Morgan packages Apple systems that are designed for newspapers and other publishing entities.

As an Apple value-added reseller, his company customizes systems for newspapers, some of which include software designed by his firm. The package must be approved by Apple before it is offered for sale. Morgan says he has sold about 85 desktop systems to newspapers across the country in the past 18 months.

In addition, Morgan's company provides installation and other support as well as maintenance. If repairs are necessary, the user sends the malfunctioning Macintosh to Electronic Publisher, which in turn sends out a replacement PC within 48 hours of the original notification of a problem.

An Apple spokeswoman says newspapers are a major market for the Macintosh, and there are more than a dozen value-added resellers who work primarily in the newspaper market.

HOW THEY WORK. One thing that sets desktop-publishing systems apart from conventional composition and typesetting methods is the way commands are given to the typesetter. On front-end systems, commands or formats are used to tell the typesetter how to set spacing and which typefaces to use, among other things. With the "hyphenation and justification" command, the way lines will be broken when typeset is displayed on the computer screen, but specific typefaces cannot be seen.

Many desktop-publishing systems go a step further and use "What You See is What You Get," or WYSIWYG, page-composition software.

WYSIWYG means the text appears on the screen in the typeface and in the size specified. This allows the user to see how a page will look prior to typesetting. Newspaper editors who are using WYSIWYG-type software say it simplifies their jobs. If something doesn't look right, changes can be made easily.

Such software is manufactured by, among others, Interleaf Inc. and Bestinfo Inc., although the latter prefers to be called a professional publishing system and not desktop. The programs run on both Macintosh and IBM-type hardware.

For creating graphics, there are software programs for what is called "painting," in which illuminated dots known as pixels are manipulated on the computer screen to form images. Manipulation is usually accomplished with a "mouse"—a gadget on the desktop that directs a pointer on the computer screen. Software programs allow a user to create designs and other art, and there are programs to generate charts and graphs.

After the text and graphics are created, they can be integrated on the computer screen and sent to the laser printer.

Apple's LaserWriter and Hewlett Packard's LaserJet, which can be used with MS-DOS and PC-DOS computers, appear to be the laser printers used most often by newspapers, although there are more than a dozen others on the market.

A laser printer is driven by a computer which is given commands as to which type face will be used. The computer calculates spacing, how each letter will look and other factors. Once that is done, the laser is activated. Its beam is directed by mirrors to a rotating photoconductive drum. The drum becomes electrostatically charged and attracts toner particles that arrange and adhere to the drum in a pattern determined by the computer. The drum then imprints the image on regular paper.

WHERE THEY WORK. In Colon, Mich., which has a population of about 2,000, Melvin Plath and his wife, "Skip," bought an Apple Macintosh system about 16 months ago to publish their weekly newspaper, The Express.

After 30 years of publishing, the couple decided to trade in a 1920's vintage Linotype machine for two Macintoshes and a laser printer.

"We did everything here. Set the type, ran the press," she says, adding that she and her husband were considering retirement about two years ago. Years of producing the entire newspaper themselves was exacting a toll.

These days, though, she says they're putting out the 1,000-circulation weekly with a minimum of effort. "We almost feel like we're retired because we can take a little time off. It's just great."

Her husband notes: "After we'd print the paper, it would take more than half a day just to break down the type. Not having that to do alone saves a lot of time."

Tinkelman, the co-publisher in Potomac, Md., says the Macintosh system is the first computer system for his newspaper. The newspaper went from an average 80 pages twice a month to about 64 pages a week in May 1986.

"Of course, everything is faster with computers than without them. . . . I don't believe we could have gone weekly without (the system)," Tinkelman says.

Alan and Kathy Johnson, a husband and wife who publish the Liberty County Times, a 2,000-circulation weekly in Chester, Mont., switched to a desktop system when a fire destroyed much of their typesetting equipment shortly after they took over the newspaper in 1985. Johnson says he used his Apple Macintosh equipment to produce the newspaper the same week he bought the system. "It did the job and did it early on," he says.

Although pleased with the resolution from his laser printer, Johnson adds: "My background was really in writing and editing before we got the paper here. I didn't know a lot about the production end, so maybe I don't look at it as critically as someone who's closer to typesetting."

He has three Macintosh Plus PCs, each with one megabytye of user memory, a 20-megabyte hard disk drive and a LaserWriter.

"I believe desktop publishing will revolutionize the newspaper business much in the same way offset did," says Johnson. □

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Many of these street people are a part of the bizarre phenomenon of the 1980s resulting from the deinstitutionalization of mental patients. In city after city, schizophrenics treat their torment daily by dulling their senses with all the alcohol they can get.

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Selected photographs ran for more than 10 pages in the Inquirer. This is a fragment of that work.

Tom Gralish won the 1986 Pulitzer Prize for Feature Photography.

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But The Philadelphia Inquirer is a Knight-Ridder newspaper.

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THE CHANGING FACE OF THE NEWSPAPER WORKFORCE

It's older and more heterogeneous in makeup and attitude. And it's getting more so. This is causing newspapers to adjust their personnel policies significantly.

BY CLARK NEWSOM
presstime labor writer

America at work today is a far cry from a generation ago. In 1964, Harry H. Browning, president and general manager of The Tennessean of Nashville, was personnel manager of The Cincinnati Enquirer. He recalls the difference. You didn't see workers past the early stages of pregnancy. No one wore beards. Women did not wear slacks to work. Smokers were prevalent. Alcohol was the only drug used, and there was not much concern about that. A female manager was a curiosity. Few blacks were in white-collar jobs. AIDS, of course, was unheard of.

When Octavia Harriston went to work in the classified telephone salesroom of the Chicago Tribune in 1965, there were two other black women on the staff. There were no blacks and few women in outside sales positions. "The environment I entered at the Chicago Tribune in 1965 was no different than that in other businesses or institutions across the country," she says. She started the job "not really expecting a lot and certainly not expecting a 'career.'" Now she is the Tribune's employment manager.

No one can deny that the workforce has changed dramatically in a generation, partly because of the social upheaval of the 1960s. With the exception of such recent developments as drugs in the workplace, the changes that have occurred in the 460,000-employee U.S. newspaper workforce generally have been positive, say human resources specialists.

For one thing, the physical makeup of that workforce is becoming more balanced. According to the Equal Employment Opportunity Commission, the percentage of black employees at U.S. newspapers with more than 100 employees rose from 3.3 in 1966 to 9.5 in 1984, the latest year for which figures are available. During the same period, the percentage of white employees at newspapers dropped from 94.9 to 85.3. Also during the same period, the percentage of women at those papers rose from 19.8 to 35, while the percentage of men dropped from 80.2 to 65. (See charts, pp. 28, 29.)

Between now and the year 2000—a scant 13 years away—these trends will accelerate, personnel specialists say. They and other fundamental changes in the newspaper workforce will be dictated by demographics, by laws against discrimination in the workplace, by attitudinal differences of newer employees and by enlightened management.

The newspapers that can adapt their human resources policies and attitudes to these new realities, experts agree, are the ones that will flourish.

"Most of our personnel policies and practices were established years ago when we had a predominantly white, male workforce," says Alvin Miller, vice president/personnel for The Record in Hackensack, N.J., who is president of the Newspaper Personnel Relations Association. "The management that's going to be able to adjust and change will be the successful recruiter and retainer of good people in the future."

Extensive interviewing by presstime of human-resources experts in the newspaper business found that these will be the key changes in the workforce during the remainder of the century:

• **An aging workforce and a shortage of younger workers.** These twin phenomena will have a profound effect on newspapers, such as heightened competition with other businesses for entry-level personnel, higher pay for a more experienced staff, and greater costs for health insurance and pensions.

• **More women and more single parents in the workforce, more dual-career families.** These groups will increase the demand for child-care centers, flexible work schedules and flexible benefit plans.

• **The availability of more minority workers.** This will force newspapers to refine their recruiting and training efforts for blacks, Hispanics, Asians and others.

• **Different attitudes and demands among younger workers.** These workers will want more of a voice in shaping company policies and, because they will be in demand, they will have more mobility in changing employers when disappointed about promotions or some other aspect of their employment situations.

The aging trend is the one capturing the most attention at this time. "Demographically," says William B. Johnston, a senior research fellow at the Hudson Institute in Indianapolis, "America in the year 2000 will be slowing down and showing signs of middle age."

The U.S. Labor Department's Bureau of Labor Statistics projects that the labor force rate of growth, which was near 3 percent a year in the 1970s, will slow to only 1 percent annually in the 1990s. "The dearth of young people will be particularly noticeable," Johnston says. Concurrently, the average age of the workforce will increase from 35 today to 39 by the turn of the century, the oldest in the country's history.

Although there are no figures for the average age in the newspaper industry, it may be higher than the norm. For example, the average age of The Record's 1,050 full-time employees is 40, the Los Angeles Times reports an average age of nearly 42 for its 6,000 full-time employees, and the St. Petersburg Times reports that the average age of its 1,500 full-timers was 39 as of Jan. 1, 1985.

Another striking fact about the labor force of the future is that it will be more heterogeneous and female. The Labor Department says that by the year 2000, 80 percent of all new entrants into the workforce will be women, minorities and immigrants. These changes are bound to affect the newspaper business.

"While it's true that we manufacture a perishable product that happens to be unique every day," says Stephen D. Rice, personnel manager of the Asbury Park Press of Neptune Beach, N.J., "we still deal with the same type of productivity issues and human resources issues as all other manufacturing companies do."

"All of these changes are going to make for a more exciting workforce," says George D. Veon, until recently vice president and director of employee relations for the Chicago Tribune, "and probably a more productive workforce if we do a good job in identifying the value systems of this more diversified group. We will need to provide a work atmosphere that motivates people. This will probably mean new and different ways in dealing with our employees. It's going to require more creativity on our part." And it may not be easy. For changes in the newspaper workforce have not always come about smoothly, as demonstrated by the number of age, race and sex discrimination charges filed against publishing companies. "Newspaper managers attending seminars are increasingly finding discussions concerning discrimination and legal issues on the agenda," says Carol H. Green, vice president/human resources and legal affairs for The Denver Post.

"In larger cities," Green says, "there are a

A team of newspaper experts in the human-resources field is considering what the primary employee-relations issues will be in the year 2000.

number of discrimination charges being filed at the EEOC and with state civil rights commissions. Most are resolved at the agency level, but in a few instances they have resulted in federal court lawsuits. The newspaper industry probably generates about the same number of lawsuits as any other major industry. It's a natural result of lawyers becoming more aggressive for plaintiffs in the employment law field. It's also the result of the workforce being more diverse than it was."

To cope with the changing workforce, publishers are looking to their human-resources specialists to spot trends and to advise them on how to respond to those trends. To help achieve that end, a team of newspaper experts in the field is considering what the primary employee-relations issues will be in 2000. The nucleus of the group is the Personnel Relations Subcommittee of ANPA's Human Resources Committee.

"Indications are that newspapers will remain a fairly labor-intensive industry," says Patricia P. Renfroe, ANPA manager/personnel relations. "Because of this, it is important to get an idea of the issues that may be important to, and that will have an impact on, our future labor force."

AGING AND RETIREMENT. Since 1964, newspapers have gone through a technological revolution and learned to live with the changes it brought, especially in terms of radically reordering the staffing needs of the production departments. With the "graying of America," newspaper specialists in human resources are pondering demographic changes that will significantly alter the overall newspaper workforce. "It's a fact of life, and we'll have to adapt to it one way or the other," says Roger P. Parkinson, publisher and president of the Minneapolis Star and Tribune. "Hopefully, we'll anticipate and not just react."

In terms of preparing for the "graying" trend, anticipation should not be a problem because the demographics are clear: Tomorrow's workers will be older than today's.

Circulation personnel concerned with the daily distribution of newspapers through the "little merchant" system are already keenly aware that the pool of young workers is shrinking [**presstime**, Feb. 1987, p. 20]. The so-called "baby bust" generation was the result of a dramatic drop in population growth across the United States during the 15 years between 1965 and 1980. Today, baby-bust youngsters who are beginning to enter the regular workforce find themselves in growing demand for some kinds of entry-level jobs.

The Labor Department predicts the number of young workers will continue to decline both relatively and absolutely. Workers ages 16-24 accounted for 20 percent of the workforce in 1985 but will decline to 16 percent by the year 2000. Johnston of the Hudson Institute says fewer younger workers could lead employers to bid up wages, triggering new inflation.

"We anticipate more older people in the workforce as time goes on," says Charles N. Mock, executive vice president/personnel of the Providence Journal Co. "This will mean higher wage and benefits costs, because we won't have as many lower paid, younger employees coming into the workforce."

Frank A. McDonald Jr., director of personnel for the Richmond (Va.) Times-Dispatch and News Leader, says some newspapers may face a shortage of workers to fill jobs calling for new skills as computerization continues to spread through the industry.

As the workforce ages, early retirements will increase. That may seem a paradox, but it's not. It merely reflects the fact that experienced workers who will be making careers in newspapering will have an early-retirement option that previously was rare in the business. Improved employer-sponsored pensions coupled with Social Security have made the difference. The Labor Department says the proportion of workers 55 and older will decline from 13 to 11 percent by 2000.

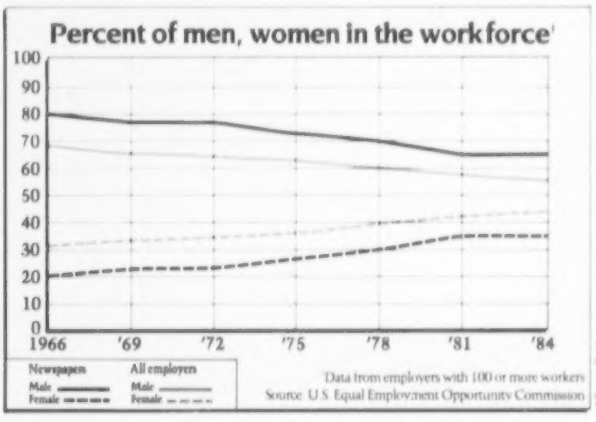
The trend toward early retirement is a strong one, according to the Social Security Administration, with more people taking reduced benefits at age 62.

But the early-retirement trend is not affecting all newspapers, and Sun Belt/Frost Belt regional differences may play a part in where it applies and where it doesn't. "Seventy-five percent of our people take early retirement now," says Gerald W. Wright, director of personnel and industrial relations for The Tampa Tribune.

"People don't want to work till 65 anymore," says Bobby G. Reid, corporate personnel director for Morris Communications Corp. in Augusta, Ga. "Most are getting out at 62 while still in good health."

At the Richmond dailies, "Most of our people are leaving before age 65," says McDonald.

Yet in locations such as Providence, Hackensack and



Philadelphia, that is not the case.

"We don't have many people taking early retirement" from the Providence Journal Co., says Mock. In Hackensack, Miller estimates that 40 to 50 percent of The Record's experienced workers retire before 65, but he says that represents "no change."

June B. Barry, vice president/human resources for The Philadelphia Inquirer and Daily News, reports that most of the employees at those newspapers work until the normal retirement age. "What's going to happen," she says, "is that people are going to 'age better' and work longer."

Looking ahead, Miller suggests that "in coming years, people may be working still longer because of the cost of living"—that is, early retirement will not be feasible because of spiraling prices.

Another possible drag on the early-retirement trend is the 1983 change in Social Security law that raises to 67 the age at which a person can retire with no reduction in Social Security benefits. The change will be phased in gradually and does not affect workers born in 1937 or earlier.

As yet unknown is the effect of a 1986 amendment to the Age Discrimination in Employment Act, prohibiting most employers from imposing a mandatory retirement age. The amendment, which took effect Jan. 1, could cause "a coming problem," says Reid of Morris Communications. Some employers may have occasions when it will be necessary to discharge an older worker for incompetency. If that happens, he says, "instead of retirement being a happy occasion, it will turn into a bitter situation."

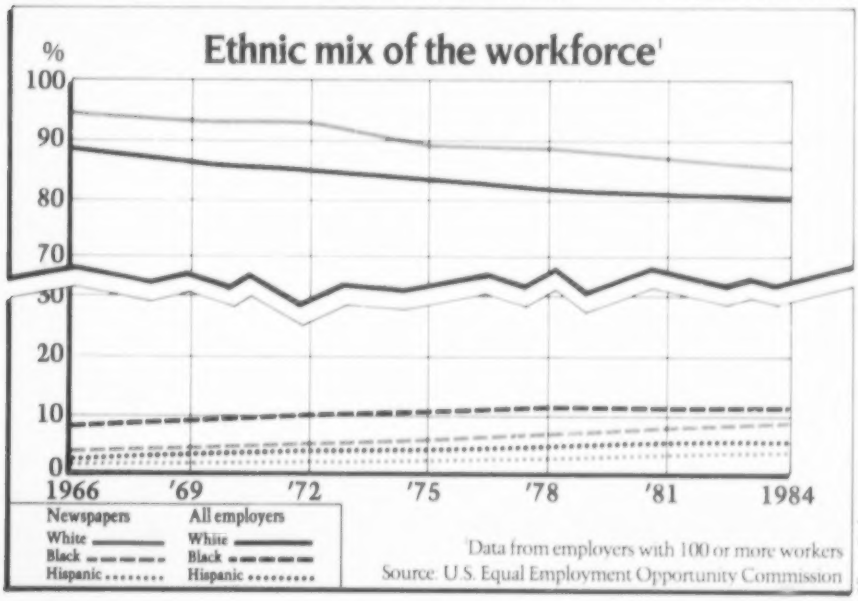
Dallas L. Salisbury, president of the Employee Benefit Research Institute in Washington, D.C., says the change in the act was more of a civil rights measure to require equal treatment of older workers than a change that will significantly affect retirement behavior. Currently, according to the Census Bureau, only about 15 percent of men over 65 continue to work.

Another part of the retirement picture receiving attention by newspapers as well as industry generally is the provision of health insurance to retirees [presstime, June 1986, p. 28]. Few papers currently offer this benefit, although many experts expect pressure to do so will grow. They warn that this step should be considered carefully, citing a Louis Harris poll that found more than two-thirds of the surveyed U.S. firms with retiree health-insurance plans had not made any financial projections on their cost, and most were not setting aside cash reserves to cover future retiree health costs. Congress is being asked to consider legislation permitting companies to use the assets of overfunded pension plans to help cover these rapidly escalating costs.

Kent Lytle, Times Tribune

Workers load bundles of newspapers at the loading dock of The Peninsula Times Tribune, Palo Alto, Calif.

However the retirement situation shakes out, no one doubts that an older workforce is on tap for newspapers as it is for other industries. Another survey, this one conducted for the American Association of Retired Persons, shows that workers age 50 and over are highly valued by their employers for their experience, knowledge and work habits. The survey of 400 diversified companies also found that 90 percent of the employers believe older workers are cost-effective.



WOMEN AND DUAL-CAREER HOUSEHOLDS. The most visible change in the newspaper workforce since 1964 has been the growing number of women in all departments. According to the Bureau of Labor Statistics, the percentage of women at newspapers soared from 22 in 1965 to 41 in 1985. These are larger numbers than the 19.8 percent (1966) and 35 percent (1984) reported by the EEOC for newspapers with at least 100 workers, and they reflect the fact that women are more prevalent at smaller papers.

"More and more females are in non-traditional positions," reports McDonald. "The male bastion is falling apart, but I think it has made the workplace a better place to work. The female worker can handle it all."

"This has probably had the greatest effect on how we do business," adds

McDonald. "We worry about maternity, something we didn't used to have to do."

BLS reports that one of the fastest-growing sectors of the labor force continues to be mothers of infants and toddlers. The agency says that just over half of all women with children under age 3 were in the labor force in March 1986, compared with 34 percent in 1975. The proportion of mothers in the labor force rises steadily as the age of their children increases.

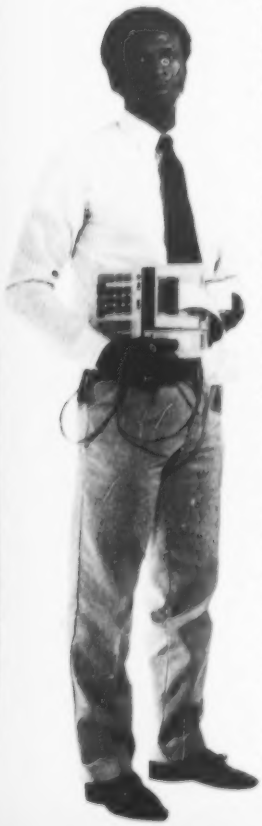
There is a widespread public impression that almost all mothers are employed full-time nowadays, but that impression is wrong, according to a study by the American Enterprise Institute, a policy research group in Washington, D.C. The study of Census Bureau and Labor Department statistics found that many working mothers are employed part-time, and that many who are employed full-time do not work year-round.

For those women working full-time, a recent study of women in the media showed that in the newspaper business, they have not fared as well as men in salaries and promotions, but a trend toward closing the gaps appears to be under way [**presstime**, Oct. 1986, p. 30]. "They will continue to demand opportunities to hold jobs historically held by men," Mock says.

Despite automation, many mailrooms remain labor-intensive.

At the same time, McDonald observes that in Richmond, and elsewhere, "We're seeing more males in the clerical pool and in telephone sales jobs."

As more women work, businesses are attempting to adapt to demands for improved maternal leaves, flexible work schedules and more child care. (See story, facing page.) Even those working part-time are demanding fringe benefits. "We have to [provide them] to stay competitive in the marketplace," McDonald says.



The changes brought by the steadily increasing female presence in the workforce are startling. Today, there are more career couples, single parents and "blended" families (stepchildren, half-siblings, step-parents, multiple sets of grandparents) than ever before. "The Norman Rockwell traditional household with a full-time working father, stay-at-home mother and one or more school-age children is a thing of the past," says Stephen B. Dolny, a consultant in General Electric Co.'s corporate employee relations operation and a speaker at ANPA's 8th annual Labor and Personnel Relations Conference in January. "Dagwood and Blondie now represent less than 14 percent of American homes. And this will decrease to 6 percent by 1995."

"Management is having to rethink benefits and the hours people work," says McDonald. "We're seeing more and more men taking off to care for a sick child. It used to be the mother who would take off."

Dual-career families "have greater independence because they know they have the other wage-earner to depend on," says Mock. "They have more mobility in changing employers. I think the number of dual-career families will increase."

"People are no longer locked into jobs they don't like to the extent that they were," says Thomas C. Bryan, personnel manager of The Seattle Times. "We will see a significant movement to provide child care, flexible work schedules and flexible benefits for dual-career families."

Relocation of employees has also become more difficult because of two-career families. "We try to be more sensitive to the problems of having a working spouse," says Kelly Smith Tunney, assistant general manager and director of corporate communications of the Associated Press. "There is a lot of human attention to it now that there didn't used to be." For two-worker households, even coordinating vacations can become a major problem.

Because many employees' spouses lose jobs when a move takes place, some companies find they must also help them get work. Mock, for example, says that when a person being hired by the Providence newspapers requests assistance in finding a spouse a job, "We've tried to help them by looking at their resumes and circulating them" to prospective employers in the city.

The problem of finding a job for the spouse of a transferred employee "is a very big issue," says Madelyn P. Jennings, senior vice president/personnel for Gannett Co. She says personnel

The Norman Rockwell household with a full-time working father, stay-at-home mother and one or more children is a thing of the past.

departments at Gannett properties are encouraged to develop a "welcome package" giving information about other employers in the area, and to give help in preparing resumes.

Besides the issues surrounding working spouses, newspapers also are having to come to grips with questions arising from another demographic sign of the times: unmarried couples living together. The Census Bureau reports that the number of such couples has jumped sharply, topping 2 million in 1986 for the first time.

"If the trend continues upward," says Guy T. Garrett Jr., vice president/personnel for The New York Times Co., "it could create some issues for us, particularly in terms of employee benefit matters such as joint-survivor status, dependent medical coverage and some types of life insurance."

On a more definite note, experts say the continued growth in the percentage of women in the workforce is inevitable. Labor Department economists forecast that from about 44 percent today, their share will climb to 47 by the end of the century. And newspapers, currently trailing the national figure by 3 percentage points, also will see a rise in their ratio of female workers, according to human-resources specialists in the business.

Workers' Child-care Needs Are Being Addressed by Newspapers

BY PATRICIA P. RENFROE

One of the growing issues in the newspaper business as well as in industry generally, is the availability of child care that is accessible, affordable and, most of all, high quality. The issue is complex, volatile, expensive and not limited to female employees.

Complex because child care involves a variety of needs—expanded parental work leave, infant day care, sick care for children and proper child development.

Volatile because the issue stems from sociological upheaval—in the rapid growth in the number of dual-career families and single-parent households.

Expensive because the cost of institutional care can run from $35 to $150 per week, with businesses' on-site locations usually the most expensive.

And in today's society, women no longer bear total responsibility for child care.

In a recent Fortune Magazine nationwide survey of 400 men and women with children under 12, 55.1 percent of men said care was shared equally, and 51.9 percent of women agreed. This indicates that men as well as women take time away from their jobs to care for children when a baby sitter fails to appear or when sickness precludes normal arrangements for care.

Newspapers are beginning to respond to the issue. Some are already involved in a child-care program. Others are examining employee child-care needs and how they might be met [**presstime**, May 1983, p. 50].

Pressure for child care has been brought by individual employees and by organized labor. The Newspaper Guild states in its model contract that the employer shall pay the full cost of day/night care for the employee's dependent children with the employee choosing the type of care and facility to be used. The Communications Workers of America, which recently absorbed the International Typographical Union, has raised the issue in its 1986 Bargaining Council resolution entitled "Justice."

Human-resources specialists at newspapers agree that the issue cuts across all newspaper departments and is not going to disappear. It will become a growing target, some say, for government intervention if private industry fails to act.

One newspaper pioneer in the child-care field is the News-Piedmont Co. of Greenville, S.C. In 1983, it helped to organize an independently operated "child development" center. Newspaper employees say the center is much more than a baby-sitting facility because the care includes developmental activities structured to prepare children for kindergarten.

About half of the 45-50 children at the center are those of newspaper employees. Initially, the newspaper provided seed money and administrative staff time. Today, fees paid by parents and special fund-raising activities support the center.

The Record of Hackensack, N.J., has been affiliated with a hospital-operated facility for several years. Alvin Miller, vice president/personnel, says that it, too, is developmental in nature, not custodial. The newspaper does not provide employee subsidies; instead, it financially supports a variety of hospital programs, with the child-care center being one example.

At The Boston Globe, a study of employee child care needs has been conducted. Efforts are being made to develop a consortium of businesses in the neighborhood that would support a child care center. Director of Human Resources Frank Grunstrom says the Globe's white-collar employees have expressed the greatest interest in having such care available for their children.

A number of human-resources executives emphasize that a company can show concern for child-care problems and extend assistance without making large expenditures.

An example of such assistance is a referral service. Employees of The Dallas Morning News, for example, can seek free referral service through Child Care Dallas. Under the newspaper-supported program, interested employees are interviewed to determine child care needs. They then receive a list of appropriate providers, including licensed day-care centers, suppliers of in-home care and registered family centers.

The Statesman-Journal in Salem, Ore., offers a referral service and more. Personnel Director Steven Hungerford says there has been a wide ranging response to concerns that surfaced in an employee survey on the issue. The survey indicated a need to examine existing company policies as well as to consider new ideas. As a result, policies have been altered to allow employees to use sick leave to care for children who are ill or involved in an accident.

The Statesman-Journal also instituted a plan allowing employees to apply for job sharing or "flextime" to meet care needs [**presstime**, May 1986, p. 12]. Such an arrangement must be approved by the immediate supervisor, department head and personnel director, although denials may be appealed to the publisher. There is a trial period before any change becomes final.

Hungerford says the employee-relations benefits far outweigh the $5,000 cost of the various initiatives in Salem. "Employees without children have written to say they were impressed and proud of the newspaper program, while parents are obviously pleased," he says.

Renfroe is ANPA manager/personnel relations.

The introduction of new editorial computer systems can be a difficult adjustment for some workers.

MORE MINORITIES. Also predicted to be a greater presence in the workforce of the future are minority groups. For example, BLS projects that by the early 1990s nearly one in every four new entrants to the labor force will be black.

"Today's issue with minorities remains getting them in the door," says Terri Dickerson-Jones, ANPA Foundation minority projects coordinator. "Tomorrow's issues will be promotion and retention." Dickerson-Jones also serves as staff director of the Industry-Wide Task Force on Minorities in the Newspaper Business, which has representatives from 39 newspaper-related organizations. (See story, p. 74.)

The U.S. newspaper industry has yet to conduct a comprehensive survey on minorities, although two newspaper organizations—the Association of Newspaper Classified Advertising Managers and the International Circulation Managers Association—have surveyed their own members, and the American Society of Newspaper Editors surveys minority participation in all U.S. newsrooms.

In 1978, ASNE adopted a goal of achieving racial representation in the newsroom equivalent to the racial composition of American society by 2000—or sooner. ASNE's first survey in 1978 showed that only 4 percent of newsroom employees were minorities (black, Hispanic, Asian American, and American Indian). The 1986 survey indicated that the proportion was up to 6.3 percent.

EEOC statistics show steady growth not only for blacks in the overall newspaper business (from less than 4 percent in 1966 to nearly 10 percent in '84) but also for Hispanics (from 1.3 to 3.9 percent).

But there are many who feel the newspaper industry is not doing enough to recruit and promote minorities (**presstime**, Aug. 1984, p. 14). Charles A. Martin, president and chief executive officer for the Institute for Journalism Education, says that the industry has three choices. "It can stagnate and stay at the level where it is now, it can move away from its commitment, or it can accelerate its activity and really begin to do the intelligent thing."

"We need to be preparing [minority] people for all levels" of the newspaper business, says Martin, whose organization strives to improve the minority-employment situation at newspapers. "Otherwise, I am fearful that we're going to lose a large segment of this country's most creative people to other professions. We are suffering at the level of middle managers. The people who are committed seem to be in the upper echelon."

Of all minority groups, the Hispanic population is the fastest-growing in the United States, but "it's not clear yet what that growing population will mean" to newspapers, says Edith Savre Auslander, human resources director for Tucson Newspapers.

Currently, Hispanics account for 7 percent of the total U.S. population and by 2020 may account for 12 percent, predicts Census Bureau demographer Gregory K. Spencer. He says the Hispanic population will surge in the next 20 years—from 18 million now to 23 million in 1996 and to 30 million early in the next century.

"This will affect newspapers regionally where there is a concentration of Spanish-speaking people," says Garrett of The New York Times Co. "It will give newspapers more opportunity to improve the results of their minority recruitment."

"I hope it will bring pressure on newspapers to pay more attention to the Hispanic community," says Frank C. Newton, executive director of the National Association of Hispanic Journalists. "I hope it will make them look at their hiring practices, not only in editorial but in other areas of the newspaper."

The tide of illegal immigration, especially from Mexico, led Congress to pass the Immigration Reform and Control Act of 1986. Employers are now required to verify that all new hires are U.S. citizens or legal aliens holding "green cards" issued by the Immigration and Naturalization Service.

The new law also granted amnesty to thousands of "illegals," and they are now in a position to compete for jobs better than the low-profile positions to which they previously were limited. At the present time, however, newspaper employment managers in the Midwest and Northeast say they have more job applicants from India and Pakistan than they do from the Hispanic community.

The Hispanic population is the fastest-growing in the United States, but "it's not clear yet" what that will mean to newspapers, says a Tucson executive.

COMPENSATION. An ever-present factor in newspapers' dealing with their workers, of course, is compensation. Historically, newspapers have lagged behind some other businesses in pay, and the numbers suggest that pay will be a particularly acute issue among younger and entry-level newspaper employees in the future.

Here's one example why: According to The Dow Jones Newspaper Fund, the journalism school graduate who got a job on a newspaper in 1964 received a starting salary of $4,900 a year, compared with $13,500 in 1985, the latest year for which figures are available. That's an increase of 175.5 percent. But during the same period, the Consumer Price Index increased 244 percent, which computes to a 25-percent loss of purchasing power for J-school grads entering the newspaper business.

On the other hand, experienced reporters represented by The Newspaper Guild have seen their purchasing power increase when adjusted for inflation. The average top minimum was $141.83 weekly in 1964, compared with $578.32 as of Dec. 1, 1986. This 308-percent gain compares with a CPI increase of 250 percent during that period. Thus, the experienced reporter had a 16.5-percent gain in buying power.

Some newspaper executives have expressed the concern that poor starting pay may be dissuading "the best and the brightest" from choosing newspapers as a career [presstime, Dec. 1986, p. 50].

Experts also say that women will be stepping up their efforts to obtain pay parity at newspapers. The study by University of Missouri faculty member Jean Gaddy Wilson, reported in presstime last October, showed that, on average, women were receiving no more than 86 percent of the salaries of men in comparable newspaper jobs, and as little as 52 percent.

"Women are going to demand and get the wage gap in earnings closed," says Providence newspaper executive Mock.

Other compensation matters being faced by some industries include paying new hires at lesser scales than people already working for the company—so-called two-tier wage scales—and accelerating the use of part-time workers as a means of controlling payroll and benefits costs. To date, the newspaper business has not been a major part of either trend. Some newspapers such as The Record in Hackensack do report, however, an increase in the number of part-time workers employed in the mailroom and in circulation.

DEALING WITH THE NEW WORKFORCE. As the newspaper workforce continues to become less white, less male and less young, publishers and other executives find themselves dealing with different value systems, different personal needs and different attitudes.

The differences in the workplace values and attitudes of people under age 40 and those over that age can be dramatic. The differences include the acceptance of authority and the importance of experience as a criterion for getting promoted. Studies show, for instance, that the older worker, having grown up during the World War II era and its aftermath, accepts authority. On the other hand, the younger worker, having grown up during the Vietnam War, does not trust authority.

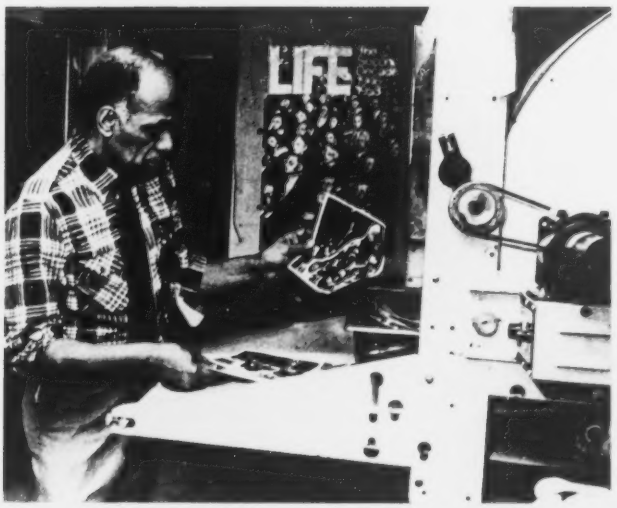
Michael Gallacher, Missoulian

Preparing market research materials at the Missoulian of Missoula, Mont., is Ann Andre Nybo, promotions director.

"Older people are more secure in their jobs," says Mock. "They aren't as career-minded as the younger people coming into the workplace. Older workers probably are less inclined to take chances and be innovative."

While newspapers must concentrate on accommodating an older workforce, they also must adjust their personnel practices to fit the new and changing views of those young people who will be coming into the business. To cite one effect, the younger generation doesn't view savings and retirement programs as an important part of their benefit programs. "That's one reason flexible benefits are becoming more popular," says McDonald of Richmond. With the "graying of America," one benefit that may be demanded in years to come, he says, is "eldercare"—that is, flexible or part-time work schedules or unpaid leave to care for elderly parents.

Because minority youth tend to have less education, they will need assistance to prepare for work, and employers will have to devote more resources to training.



Tennessean photographer Billy Easley processes sports pictures.

One change over the last two decades that affects workers of all ages, color and sex is that "People are more aware of their rights," says Mock. Management prerogatives once assumed to be inviolate are now being eroded by new legislation, federal and state agencies and the courts. "While at one time employers had an almost unlimited reign over all aspects of an employee's work life, employees now enjoy a number of protected rights," says L. Michael Zinser, a partner in the Nashville law firm King & Ballow. "Courts in some states are recognizing that there are areas of an employee's private life in which his or her employer has no legitimate interest."

"From the mailroom to the boardroom, from the composing room to the publisher's suite, in all walks of business, employers are facing a rising tide of lawsuits by former employees who had been terminated, but who are resurrecting the relationship by claiming they were wrongfully discharged," says Sandra E. Rapoport, an attorney and managing consultant in the New York City office of William M. Mercer-Meidinger Inc., an employee benefit and compensation consulting firm with many newspaper clients.

Another trend that is expected to continue is the growth of mental-stress related claims for workers' compensation. "Management of stress should concern employers if for no other reason than because our economy is moving away from claims for traumatic injury to stress claims deriving from the workplace," says Rapoport.

Stress—broadly defined—was the number-one complaint of The Newspaper Guild's membership in a recent poll. Stress-related answers to the question, "What do you like the least about your job?" accounted for 38 percent of the responses. Specifically, 15 percent complained about "long hours/irregular schedules," 14 percent identified "deadline pressure/hectic pace" as the worst part of the job, 5 percent said "overwork/short-staffed" and 4 percent complained of "paperwork/bureaucracy."

It has been documented that a newspaper's conversion from afternoon to morning publication, a frequent recent occurrence, can bring lingering personal problems that include insomnia, family and marital discord and even health problems resulting from the inversion of working hours [**presstime**, May 1984, p. 6]. And the government's Centers for Disease Control in Atlanta reports that workers on night and rotating shifts have more absences due to sickness and on-the-job injuries than do those on fixed day shifts.

To cope with the whole realm of workforce changes, newspapers are expected to devote more resources to training and retraining.

By a conservative estimate, says Martin of the Institute for Journalism Education, 72.5 percent of the entering workforce will be women and minorities by 1990.

Because minority youth tend to have less education than white youth, this group will need assistance to prepare for the world of work, and employers will have to devote more resources to training entry-level workers. What publishers can do is support education and provide role models for these human resources of the future, Martin says.

Retraining will be a requirement for the existing workforce, too, as still more automation is introduced. One group that is viewed as particularly susceptible to obsolescence is middle managers—those between first-line supervisors and senior management—whose "role has traditionally been as a sender and receiver of information up and down," says James D. Boswell, vice president of employee and public relations at the Los Angeles Times. "There will be more communication directly from top management to the first-line manager and employees through the computer. We need to be thinking about this and how we can retrain and assist middle management in this transition."

Boswell, who is heading ANPA's Human Resources 2000 study group, says the myriad of workplace changes that have taken place over the last two decades—and those that are yet to come—make human-resources expertise at newspapers more critical than ever.

"Just as the chief financial officer analyzes, recommends, structures and monitors the handling of a company's financial assets," he says, "the chief human resources officer must similarly address the company's people assets." □

One group that is viewed as particularly susceptible to obsolescence is middle managers—those between first-line supervisors and senior management.

For some newspaper people, working long after the customary retirement age is professionally and socially fulfilling. **(See story, p. 36.)**

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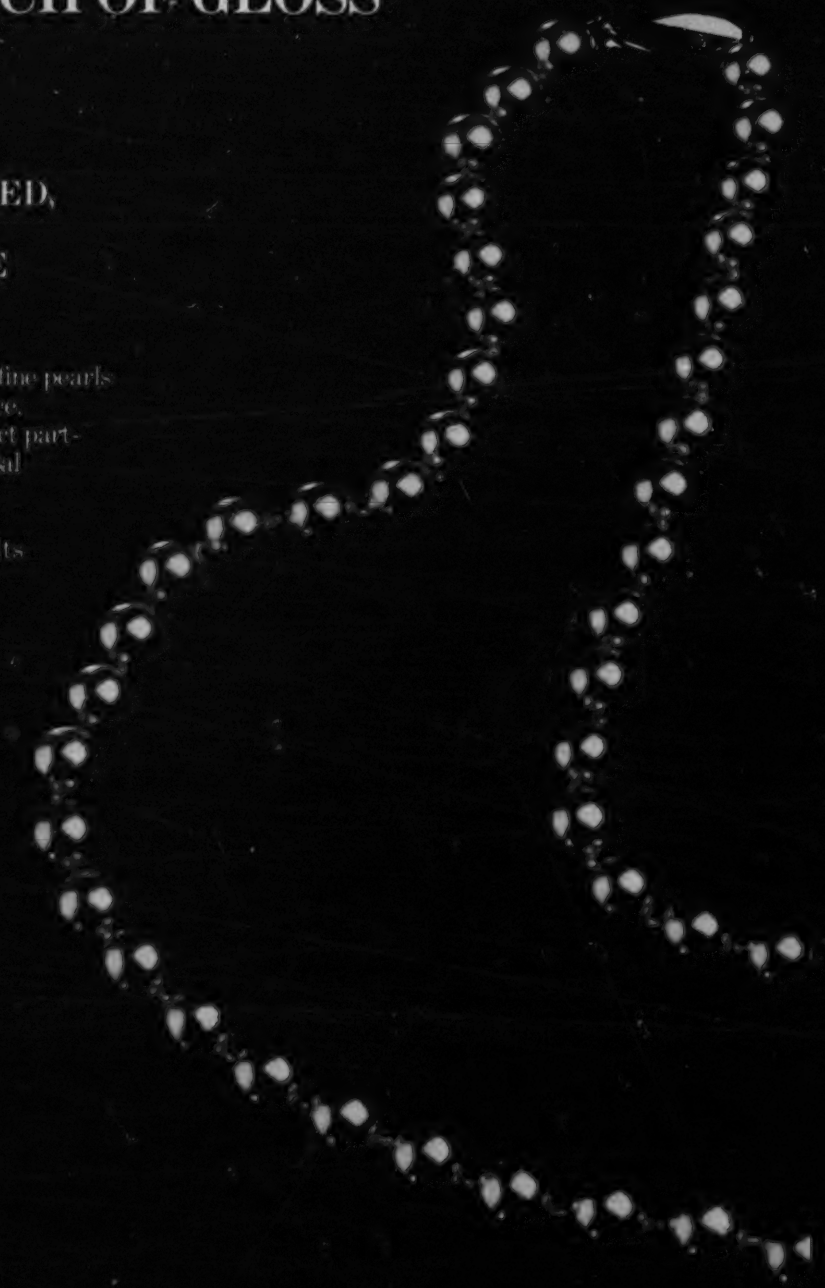

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Pearl Necklace courtesy
Betteridge Jewelers, Greenwich

79 - 89 - 99 - And

BY MARGARET GENOVESE
presstime staff writer

Some choose not to retire: Witness this segment of the newspaper workforce that stays active way past 65 years old

Don't talk to Robert B. Atwood, publisher of The Anchorage Times, about aging or retiring. "The only time I feel old is when I talk to someone . . . who keeps harping on it," says Atwood, 79. "I'm doing my thing and getting along fine."

So is Roy McDonald, the 85-year-old publisher of the Chattanooga News-Free Press.

And Audrey Stubbart, proofreader and columnist for The Examiner in Independence, Mo. She's 91.

And James S. Moran, editor emeritus and columnist of The Springfield (Ky.) Sun. He will turn 99 in April.

And dozens of other people in their late 70s, 80s and even 90s working for U.S. daily and weekly newspapers. With their remarkable staying power, they are contributing to the trend toward an older workforce. However, they are clearly atypical, as estimates put the current average age of newspaper workers at about 40.

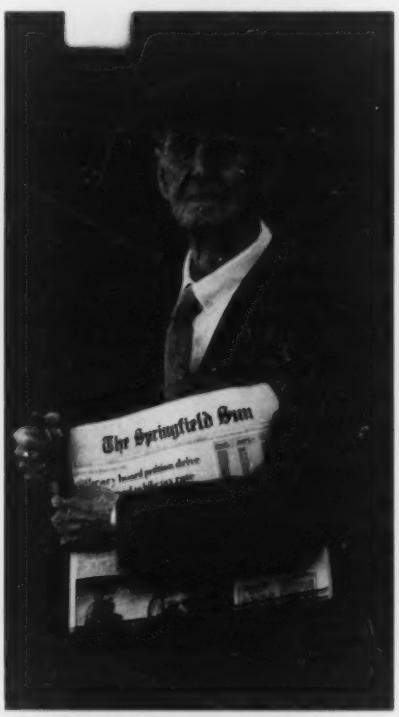
Not only must working newspaper people 75 and older be considered unusual in their own field, they also are rare commodities in the overall labor force. Today, only about 400,000 Americans 75 and older are employed full-time or part-time, according to the U.S. Labor Department's Bureau of Labor Statistics. This is less than half of 1 percent of the approximately 10 million Americans that age who are not in an institution such as a nursing home or hospital.

Why does this small minority of newspaper people persist in working? For love and money, they usually say. But primarily, for love.

"I would be miserable anywhere else," says McDonald. Maybe someone else could do what he does better, McDonald acknowledges, but he just enjoys doing it—and so he stays on.

With last year's enactment of amendments to the Age Discrimination in Employment Act, there is no legal reason why newspaper people (except top executives) cannot, if they wish, continue to work so long as they are able.

The National Council on the Aging, which lobbies for laws to provide senior citizens with the option of remaining on the job, likes to say that "ability is ageless."



John Brantel, The Springfield (Ky.) Sun

Kentuckian Moran may be the dean of working journalists.

"The only thing you really know about someone when you know their age is how many candles to buy for the next cake," says Jack Ossofsky, NCA president. "You don't know anything about their health, their skill, their experience, their flexibility, their capacity to learn."

Study after study have shown, Ossofsky says, that on the whole, older people are "exceedingly good workers." They normally know the short cuts in getting the job done, he says, and they have less turnover, less absenteeism and less illness than younger workers.

NIMBLE AT NINETY. Consider proofreader/columnist Stubbart in the hometown of President Harry Truman (who lived to age 88). She arrives at work every morning at 7:30 a.m. to begin her day in front of a VDT screen proofing The Examiner.

She joined the daily newspaper after reaching the then-mandatory retirement age of 65 at a local publishing house. At the time, she thought she would just be filling in "until they could find someone younger than I." Last September, she celebrated her 25th anniversary there. "I've loved every minute of it," she says. Four years ago, she began writing a weekly column, "Point of View."

She is not the only senior citizen at the newspaper; another columnist, who works part-time from her home, is 81. According to Stubbart, "She says when I quit, she's going to quit because she doesn't trust anyone else to spell the words."

Stubbart says she enjoys her job too much to quit. "I just love to read. Why not get paid for it?" Her job also keeps her "in touch with the world, with people, especially young people. They have a different slant on world affairs."

The 98-year-old Moran, who may be the oldest working journalist in the United States, also says he has no plans to stop working, although his 71 years of continuous employment at The Springfield Sun would certainly entitle him to a gold grandfather's clock, should he ever decide to retire.

"I don't like that word 'retire,'" he says. "It means quit, and I don't want to quit. As long as I can go, I'm going to keep going. I'm looking forward to celebrating my centennial."

Moran's theory is that staying active is the key to staying healthy. If an automobile is left sitting in a garage, its tires go flat and it deteriorates, he observes. "The human body's the same way."

His journalism career began as a country correspondent for various Kentucky news-

Doing Just Fine

papers, including all four of the Louisville dailies published at the time. In 1916, he purchased one of Springfield's two weekly newspapers, the News-Leader, and formed a partnership with the owner of the other paper, the Sun. They merged the operations, and 30 years later, Moran bought out his partner.

Subsequently, his son-in-law and grandson joined him in the business, and their company grew into a small group, which was sold in 1973 to Landmark Communications. Although he was 65 at the time, Moran chose to stay on as editor emeritus of the Springfield weekly.

"In this division (of non-dailies and small dailies), it has been our practice . . . to allow and encourage the former owners and publishers of those papers, who are so much a part of the history of those communities, to continue with us," says Patricia T. Darby, personnel director of Landmark Community Newspapers.

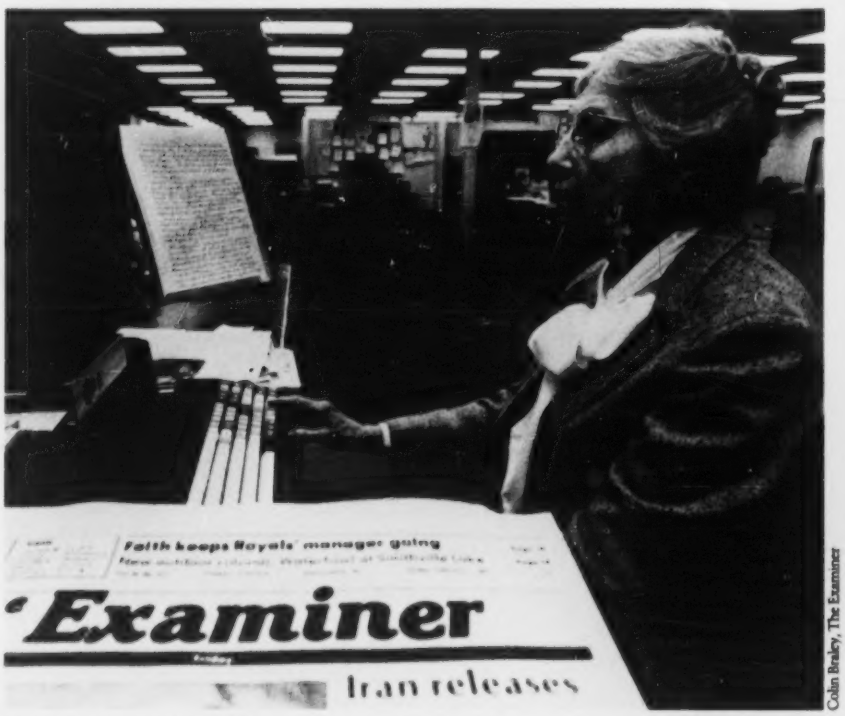
(Moran's grandson, James L. Edelen, is editor and publisher of The Sentinel-News, a Landmark weekly in Shelbyville, Ky., which, coincidentally, has an octogenarian columnist.)

Moran, who has seen the newspaper business go from hand-set type to offset printing, still pounds out his weekly column on an ancient Underwood typewriter. Although some reporters at the paper use personal computers, "I call them mechanical brains, and I don't like to use them," says Moran.

His comment on computers is typical of the plain talk he uses in his column, "Through My Bifocals." Some examples:

- "A friend told me the latest report on child abuse was that a man died and left a large farm to his children."
- "We never get too old to learn, but it is often too late. For instance, after using milk and milk products for more than 90 years, I am informed milk is detrimental. Wish I had known."
- "President Reagan deserves sympathy because of his physical condition and trillion dollar budget."

Moran arrives at the newspaper every day at 10 a.m., reads a raft of out-of-town newspapers, which provide information for his column, and leaves for the day at 3 p.m. In addition to writing his column, he maintains the bound copies of the newspaper and on Wednesdays when the paper comes out, Moran grabs a handful and distributes them to advertisers on Main Street.



Colin Braley, The Examiner

Stubbart, 91, writes for a Missouri newspaper that has another columnist age 81.

In addition, says Managing Editor John Bramel, Moran "serves as a valuable encyclopedia of information."

PUBLISHERS' PERSPECTIVE. Older people do indeed have a lot to contribute to a newspaper, says Publisher McDonald.

"I sometimes write memories of the past, and people like to hear about them."

He still lays out his paper in Chattanooga every day. "I know where the advertiser wants to be. I know how to do it. I know what will run on the press. I know where color will run. I know all those things."

McDonald goes to work six days a week. On weekends, he stays at the plant until the Sunday edition is off the press in the wee hours of morning. "I do not brag about it," he says. It's just that "if I was at home, I would be wondering what happened."

McDonald founded the newspaper as the Free Press in 1936, after three years of distributing an advertising flyer for his chain of grocery stores. He bought a competing newspaper, The News, in 1939 and merged it with the Free Press.

A son, grandsons, daughter and son-in-law all work at the newspaper. "We operate it kind of like a country weekly," he says.

McDonald believes he is "probably the

only publisher in America who has been continuously publishing for 50 years (and) who was the founder of his newspaper. You have to be pretty young when you start out, on that basis."

Atwood has been a publisher a year longer than McDonald, but he was not The Anchorage Times' founder. He bought it in 1935 after marrying the daughter of the president of the Bank of Alaska. "I realized for the first time that a reporter who marries a banker's daughter had credit," says Atwood.

If ever there was an example of "You are as young as you feel," it is Atwood. Last October, he physically subdued a man who entered the Times building brandishing a semiautomatic rifle and apparently looking to take Atwood hostage.

Even as he prepares to celebrate his 80th birthday at the end of this month, retirement is not in his plans. "I still think I have room for personal growth," says Atwood. "I'm involved in the world and the things going on around me. I have opportunities to study the problems of the day and to figure in decisions."

"I don't like that word 'retire.' It means quit, and I don't want to quit."

Only recently did he give up the title of editor, although he still writes editorials. His daughter, Elaine, is assistant publisher, and, according to Atwood, aspires to be publisher. "I don't know any reason she shouldn't, except I'm in the way."

OTHER POSITIONS. Columnist, editor and publisher are not the only newspaper slots being occupied by people 75 and older. For example, at the St. Petersburg Times, 78-year-old Arthur G. Hedden rises at 2:30 a.m. daily and delivers 160 newspapers in his high-rise apartment building. And at the San Jose Mercury News, Gordon Vallandigham recently retired from the night shift in the composing room at the age of 93.

But perhaps the area where older employees are most apt to be found is in the ranks of columnists and correspondents, many of whom work part-time or from their homes [**presstime**, May 1986, p. 16].

Every Monday and Tuesday, Rose Leo makes her rounds in Howard, Kan., stopping at the sheriff's office, the courthouse and other local spots to gather material for her "Howard Happenings" column in The Howard Courant-Citizen.

Now 92, Leo has been a writer since age 18, when she first started sending material to Howard's then-two weekly newspapers. "They furnished the paper and the stamps, and I just wrote items," says Leo, who still submits handwritten copy.

Like some of the other senior newspaper people, Leo is something of a celebrity. After being featured in a Detroit Free Press story, she was inundated with requests for television and radio interviews. She has answered more than 500 letters, many from older writers. She frequently gets requests for columns on what life was like during her youth. "Some people are anxious to know how we lived in those days and what we did."

But not all of the senior columnists savor the nostalgia beat.

"I sometimes write memories of the past, and people like to hear about them. But I wouldn't be satisified to write nothing than memories of the past," says Zula Bennington Greene.

Greene, who will be 92 March 2, has written a six-times-weekly column for the Topeka (Kan.) Capital-Journal for the past 53 years. Her column is called "Peggy of the Flint Hills," a pseudonym that dates from her first writing assignment for a newspaper.

Her "greatest problem" is coming up with new column ideas. "If I can't find anything to write about, I write anyway," she says.

Greene continues her column for several reasons: It provides a "connection to the community that I enjoy," a source of income and an opportunity for self-expression.

A 1981 readership survey found that she was the most popular columnist in the Topeka paper for readers over 65. Among all readers, she ranked above such syndicated stars as Jack Anderson, Art Buchwald and James J. Kilpatrick.

Greene says people tell her she's getting "better all the time"—praise against which she applies "the usual discount." She is a tough critic of her own column and says although she has no plans to stop producing it, "If I feel that I am slipping at all permanently, I think I will quit." □

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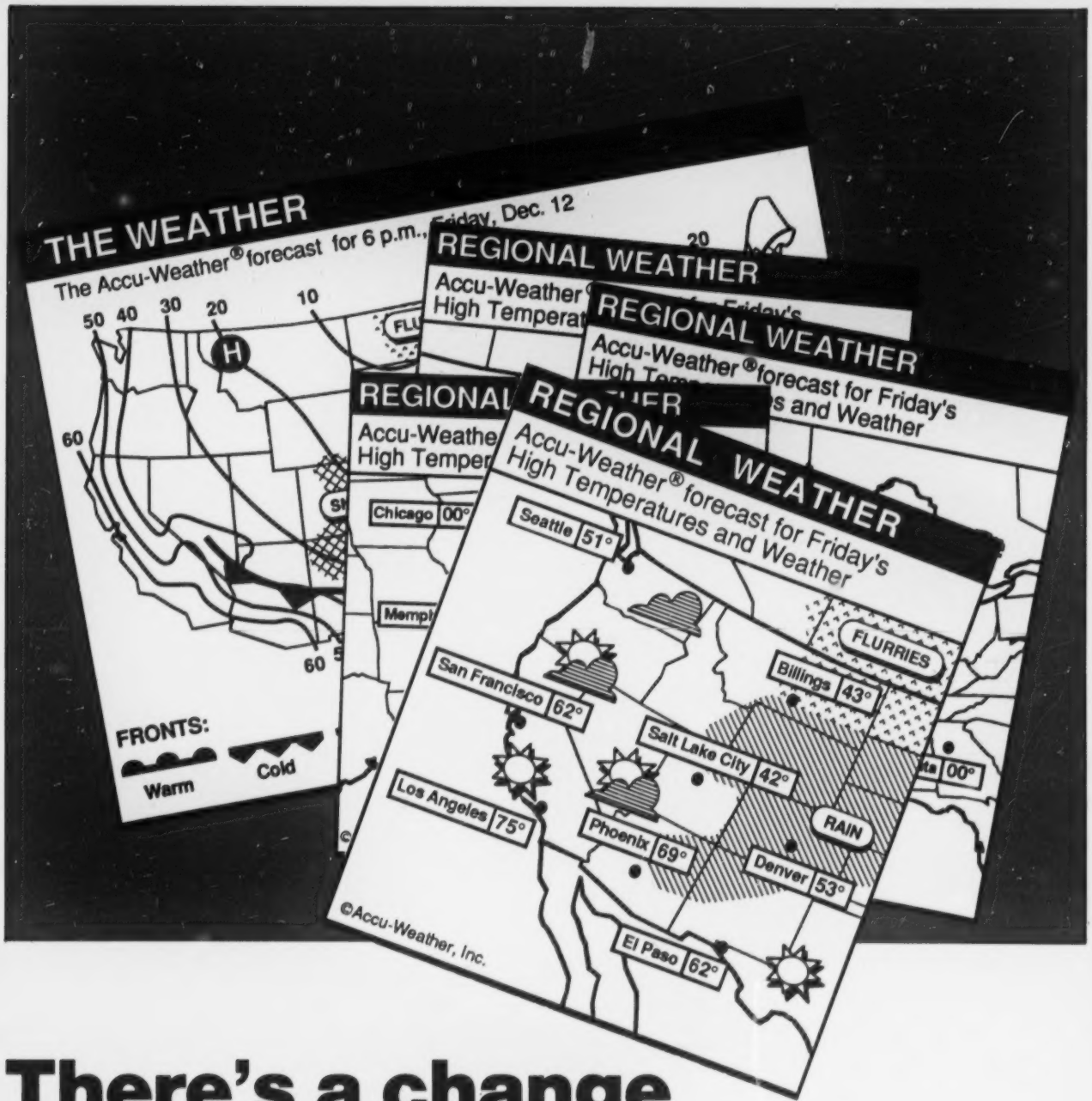

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What used to be black and white and read all over...

SECTION C

BUSINESS

Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's "color world." More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right "image" for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad

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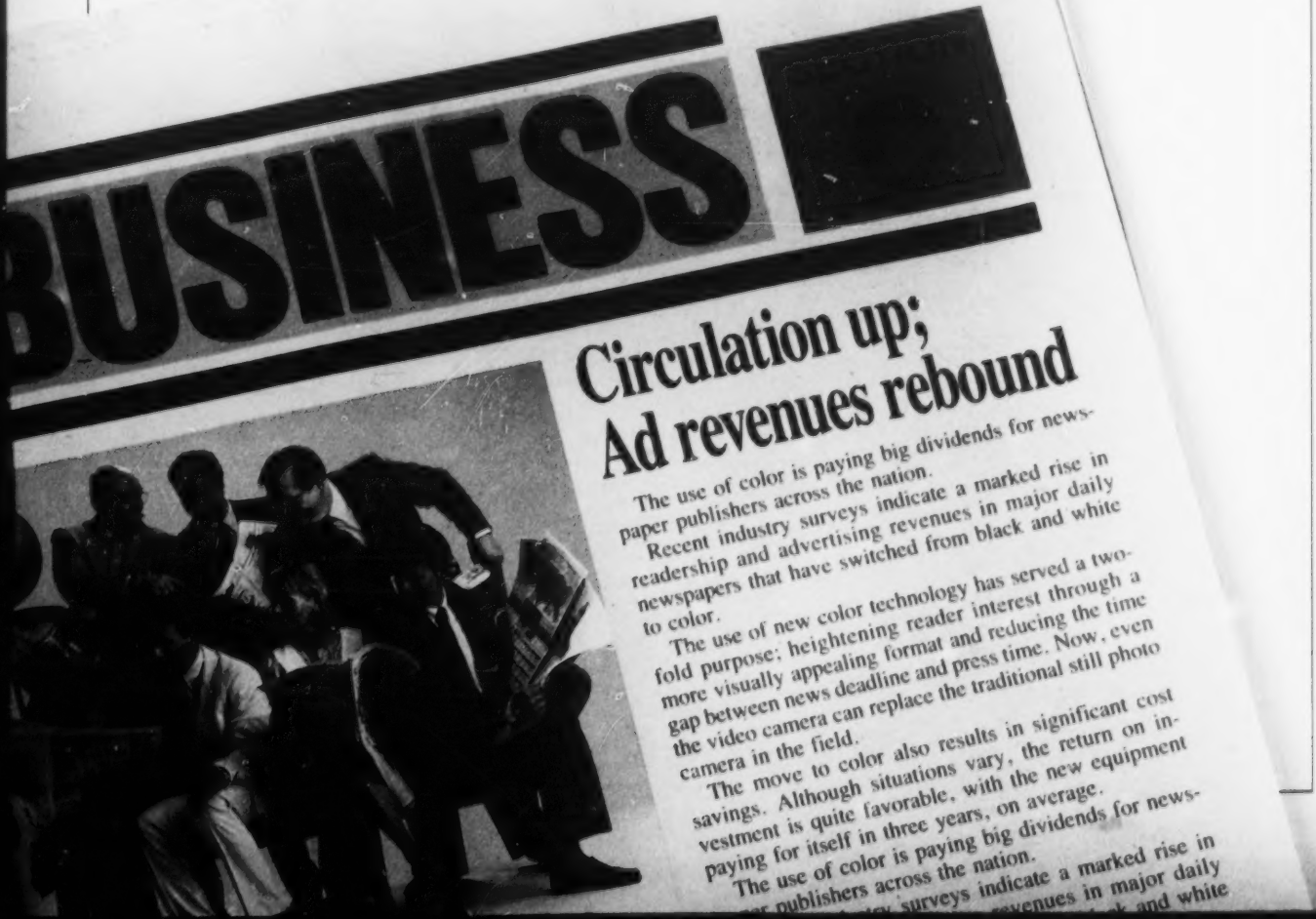
BUSINESS
Circulation up;
Ad revenues rebound
The use of color is paying big dividends for news-
paper publishers across the nation.
Recent industry surveys indicate a marked rise in
readership and advertising revenues in major daily
newspapers that have switched from black and white
to color.
The use of new color technology has served a two-
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gap between news deadline and press time. Now, even
the video camera can replace the traditional still photo
camera in the field.
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savings. Although situations vary, the return on in-
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paying for itself in three years, on average.
The use of color is paying big dividends for news-
publishers across the nation.
surveys indicate a marked rise in
revenues in major daily
and white

The Great Story of the Drafting Of the U.S. Constitution

BY WARREN E. BURGER

The reissue of *Miracle at Philadelphia*, written more than 20 years ago by the late Catherine Drinker Bowen, is a service to the country. This service is enhanced by the fact that The Book-of-the-Month Club, which has never offered the same book twice as its main selection, has for the second time made *Miracle at Philadelphia* a main selection (for November 1986), thus ensuring a very wide readership.

No single popular work will convey as much to the reader about our Constitution as this splendid book.

Junius Brutus Stearns' 1856 painting portrays Constitutional Convention.

Bowen devoted her talent and, indeed, her life to probing the history of governments and their leaders. Her most popular books were: *Yankee from Olympus: Justice Holmes and His Family, John Adams and the American Revolution, Francis Bacon: The Temper of a Man*, and *The Lion and the Throne: The Life and Times of Sir Edward Coke*. On one occasion, more than 30 years ago, I had the privilege of sharing a dinner with her, and I was fascinated to learn how she did her studies of 20th century figures, Oliver Wendell Holmes, for example, and then worked back into the 18th and 17th centuries.

The drafting of our Constitution—from May to September 1787—is one of the greatest stories in our history, and *Miracle at Philadelphia* tells it in a very readable way.

Bowen spent many months reading widely about the events that took place during that hot Philadelphia summer. Then she put her fine mind to work and created a narrative that is not only sophisticated and historically accurate, but also intelligible to the general reader and as exciting as a detective story. One of her purposes, as she later explained in *Biography: The Craft and the Calling*, was to make the reader anxiously ask: "Are they going to sign this Constitution, will it go through? Or are these 55 delegates simply talking themselves into an impasse?"

Bowen had a rare talent for description, an ability that makes the reader feel a part of the story. She makes us see and appreciate Madison's scholarship, Hamilton's organizational genius, Franklin's ability to use his seniority to score points in debate, and Washington's gentle but firm leadership.

Here is George Wythe of Virginia, the great law teacher of Jefferson, Marshall and other leaders: "At 60, Wythe looked like a sinewy old eagle. A long sharp nose nearly met a jutting chin, the head went into a point at the top." In the records of the convention, when James Wilson of Pennsylvania "rises to speak it is as if an electric charge passes down the page." And Gouverneur Morris, "once launched and on his feet—wooden leg, stout cane, flashing eye—seldom stopped short of his oratorical goal."

Bowen shows us how the delegates dressed, where they stayed in the city, how they spent their off hours. She also describes how, offstage, John Adams in London and Thomas Jefferson in Paris reacted to events at the convention.

She does something unusual in the middle of her narrative: She moves us from Philadelphia and, in a three-chapter digression, describes the country in 1787 as seen largely from the eyes of foreign observers. When we return to the convention, still in crisis, still unable to decide the most important issues, we understand better why the country needed a new government and why these men with their seemingly narrow sectional loyalties were somehow able to draft and complete a charter for the new nation.

Bowen goes on to describe the convention's dramatic conclusion—the "Great Compromise" that broke the deadlock between the large and small states over representation in Congress, the compromise over slavery, the rejection of a bill of rights, and the final drafting by the Committee on Style and Arrangement.

Her description of the signing ceremony is particularly poignant: Benjamin Franklin makes an eloquent closing speech urging the delegates to put aside their disagreements over particular points and to subscribe "to this Constitution with all its faults, if they are such." But three delegates, including Edmund Randolph, then governor of Virginia and later the first attorney general of the United States, have some reservations and apologetically decline to sign their names.

Bowen then describes, again in her inimitable, vivid style, the battle over ratification and the jubilant festivities when New Hampshire became the ninth state to ratify the Constitution. It is a remarkable story.

Last year when the President appointed me chairman of the Commission on the Bicentennial of the United States Constitution, I called Kevin Dolan at Little, Brown & Co., and urged him to consider republication of this excellent work. I am pleased that Little, Brown decided to do so. That decision is an important service to the Bicentennial of the Constitution and will contribute a great deal to its celebration.

Bowen's book is important not only for its literacy value, but also for its ability to foster widespread understanding of the origins of our freedoms. □

Burger, retired chief justice of the United States, is chairman of the Commission on the Bicentennial of the United States Constitution.

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Tony Ridder

'Quick manager' tackles new job at Knight-Ridder

BY C. DAVID RAMBO
presstime staff writer

On his way to the top, P. Anthony Ridder has held just about every job in the newspaper business. He has been classified salesman, reporter, circulation district manager, publisher. In February 1986, he became the first to assume the new position of president of the Newspaper Division of Knight-Ridder Inc.

In the process, Ridder has come to be regarded in some quarters as one of the "superstars" of the business. His fame stems from a swift track record as publisher of the San Jose Mercury News from 1977 until that reassignment a year ago to the corporate post in Miami.

With Ridder at the helm and with a top-flight editorial staff, the Silicon Valley daily flourished. Media critic Ben H. Bagdikian, dean of the University of California at Berkeley Graduate School of Journalism, ranks it as "journalistically the best paper in the (San Francisco) Bay area" and one of the best on the West Coast.

Knight-Ridder President James K. Batten says Ridder performed "splendidly by every available measure" in San Jose. His business-side success was "extremely impressive," Batten says, and editorial quality improved significantly.

Ridder now is responsible for all operations of 33 of the 34 Knight-Ridder dailies (the exception is the Journal of Commerce) and for its seven weeklies.

And although there has been no announcement, it is expected that Ridder will assume an even greater corporate role when Knight-Ridder Chairman and Chief Executive Officer Alvah H. Chapman Jr. reaches Knight-Ridder's mandatory retirement age of 67 next year. Observers say Batten likely will succeed Chapman, and that Ridder and Richard G. Capen Jr., chairman and publisher of The Miami Herald, will serve directly under him.

A hallmark of Ridder's performance in San Jose was his penchant for action. "He was a quick manager who wanted to make decisions. He didn't want things lying around," says Robert C. Williamson, Mercury News display advertising director.

Robert D. Ingle, senior vice president and executive editor, says, "He has a very keen, analytical mind and is very good at zeroing in on essential information."

Particularly noteworthy is Ridder's "incredible energy," Ingle says. "He walks at a run. He eats lunch in about two and a half minutes."

Ridder has attacked his new corporate responsibilities with equal vigor. He says he is determined to "continue to strive to improve our newspapers and find ways to reach readers in the communities we serve."

One of his high priorities is addressing illiteracy. Ridder says this year every one of the Knight-Ridder papers under his purview will develop a program "to deal with the illiteracy problem in their communities."

Another high priority is minority employment. "There are not many minorities at the highest levels of our business, and I think that is something we need to change." He says recruiting more minorities "is just part of it"; also important is promoting minorities within the organization.

On the employment front, Ridder believes the newspaper business has done an adequate job of recruiting talented people for the news side. But on the business side "we have waited for people to work their way up through the industry" rather than recruit from good business schools, he says. "There are not many MBAs from Stanford and Harvard in the newspaper business."

Ridder has other basic business concerns. He says he wants to ensure that each Knight-Ridder newspaper grows in circulation and in advertising volume—not just in ad revenue. To accomplish this, he says, it will be important to use moderation in future circulation price and ad-rate increases.

Ridder, 46, was born in Duluth, Minn., with a leg up in the newspaper business—his family owned a group of newspapers known as Ridder Publications.

His great-grandfather, Herman Ridder, started the business when he bought the New York German-language newspaper Staats-Zeitung und Herold in the 1880s. That paper later was sold, but the organization went on to become a prominent newspaper group with holdings mainly from Minnesota to the West Coast. Ridder Publications in late 1974 merged with Knight Newspapers to become Knight-Ridder Newspapers. The name was changed last year to Knight-Ridder Inc.

Ridder received a bachelor's degree in economics from the University of Michigan in 1962. Before and after graduation, he worked at several Ridder papers including the Aberdeen (S.D.) American News, the Duluth News-Tribune and Herald, and the Pasadena (Calif.) Star News. He also worked one summer as a reporter at The Detroit News.

In 1969, he was named business manager in San Jose. He became general manager in 1975 and publisher in 1977.

"I worked in every department of the newspaper in a hands-on way," Ridder says, recalling his early years. His favorite job was the top one because "as publisher you get involved in everything. I'm not sure there's a better job anywhere."

Ridder also has employed his talents in newspaper associations including the Metropolitan Sunday Newspapers organization, the Industrial Relations Bureau in San Francisco and the California Newspaper Publishers Association. And he has been unusually active in civic affairs, especially in San Jose.

Despite his move to Knight Ridder headquarters overlooking Biscayne Bay in Miami, he continues to have strong ties to the Pacific Coast area. He is chairman of the Technology Center of Silicon Valley, which plans to build a high-tech science museum in San Jose featuring an outdoor area to be named "Tony Ridder Plaza," and retains membership on the advisory board of the Center for Economic Policy Research at Stanford University and the board of regents of the University of Santa Clara.

Outside of work and community efforts, Ridder keeps himself fit by running daily, hitting the road around 6 a.m. He has competed in the New York Marathon and the Montreal Marathon. He also is an amateur tournament golfer and a skier.

Ridder's wife, Connie, is a lawyer. They have four children—a daughter who works for the Conde Nast magazine organization, another daughter who works for Xerox, and a daughter and a son who are students at the University of Washington in Seattle. □

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LEGISLATION

New tobacco ad-ban bill readied

A bill that would ban all advertising and promotion of tobacco products was being prepared for reintroduction in the House of Representatives in late February.

At a Feb. 18 press conference, Rep. Mike Synar (D-Okla.) said his measure has 24 cosponsors, nine of whom are members of the Energy and Commerce Committee, which has jurisdiction over the legislation. Synar is also a member of that committee. Among the cosponsors is Rep. Henry A. Waxman (D-Calif.), chairman of the Commerce Committee's Subcommittee on Health and the Environment.

However, the bill does not have the support of the American Bar Association. The ABA House of Delegates Feb. 16 rejected a resolution that would have expressed the lawyer organization's support for legislation banning tobacco advertising.

The unsuccessful resolution was proposed by the New York State Bar Association [**presstime**, Jan. 1987, p. 42].

Prior to the vote at the ABA's mid-year meeting in New Orleans, the joint ABA-ANPA Task Force wrote members of the House of Delegates expressing opposition to the resolution.

ANPA also joined the Magazine Publishers Association in writing letters to the entire House of Representatives, urging members not to cosponsor the Synar bill. Saying the measure raises "constitutional problems of the greatest magnitude," the publishers' associations said it would be "ironic" if during the year the United States celebrates the 200th anniversary of the Constitution, Congress "acted to severely restrain constitutionally guaranteed individual rights."

The Senate also has an anti-tobacco advertising measure pending before it. Sen. Bill Bradley (D-N.J.) Feb. 3 reintroduced a bill (S 446) that would deny tobacco companies tax deductions for advertising expenses. The bill has four cosponsors. Bradley is a member of the Finance Committee, which has jurisdiction over tax matters.

ANPA has written to all members of the Senate asking them not to support the legislation. "If Congress and the President so determine—and the courts agree—they can declare activities and products illegal," the Association said. Short of that, however, "government should not censor the free flow of information in our free society about legal activities or products," ANPA said. "Further, it does not lighten constitutional responsibilities to use the tax laws discriminatorily to reduce speech." □

Bryan S. Berteaux, Times Picayune/States Item

Henry G. Miller of the New York State Bar Association speaks in favor of ABA resolution supporting a proposed ban on tobacco ads. It was later rejected.

COURTS

COURT BRIEFS

• Three San Francisco law enforcement officials have asked the U.S. Supreme Court to review the California Supreme Court's decision to overturn a **$4.56-million libel judgment** against The Hearst Corp. and two reporters over a 1976 series of articles in the San Francisco Examiner. It had been the largest libel damage award ever upheld by an appellate court [**presstime**, Jan. 1987, p. 43].

• A federal special prosecutor has asked the 1st U.S. Circuit Court of Appeals to meet en banc to review its earlier decision clearing The Providence Journal and an editor of a **criminal contempt-of-court conviction**.

A three-judge panel of the 1st Circuit ruled Dec. 31 that a lower court's temporary order prohibiting the Journal from publishing information about a reputed organized crime figure was "transparently invalid" [**presstime**, Feb. 1987, p. 38].

• In two **fairness doctrine** cases, a federal appeals court refused to decide whether the doctrine violates the First Amendment and ordered that the issue first be decided in other forums.

In *Meredith Corp. v. Federal Communications Commission and the United States*, the U.S. Circuit Court of Appeals for the District of Columbia ordered the Federal Communications Commission to consider the constitutional claims of a Syracuse, N.Y., TV station that the doctrine no longer serves the public interest and that it imposes restrictions on free speech.

In *Radio-Television News Directors Association v. FCC and the United States*, the appellate court told the plaintiff to bring the matter first before a federal District Court.

• A Maine judge ruled Feb. 20 that he would not reconsider his **contempt-of-court** charge against Concord (N.H.) Monitor reporter Bob Hohler, who refused to testify in a murder trial about his interview with the defendant [**presstime**, Feb. 1987, p. 39].

The defendant was convicted without Hohler's testimony. "We're not really sure what happens next," said Monitor Editor C. Michael Pride. He added that Maine prosecutors apparently plan to pursue the contempt charge.

REGULATIONS

Meese ruling on Detroit JOA imminent

A ruling was expected in late February from U.S. Attorney General Edwin Meese III on the application of Detroit's two daily newspapers for a joint operating arrangement.

Under the Newspaper Preservation Act of 1970, Meese's options were threefold: approve the application, thereby granting a limited antitrust exemption for the merger of the non-editorial operations of The Detroit News and the Detroit Free Press; deny it; or order public hearings as a prelude to a final decision.

The Justice Department's Antitrust Division has recommended hearings [**presstime**, Oct. 1986, p. 48].

"I don't think anyone expects him to reject it," said William J. Keating, chief executive officer of the Detroit Newspaper Agency, which would operate the proposed JOA.

Keating said the requirement has been met that at least one of the newspapers be a "failing" newspaper, under the terms of the Newspaper Preservation Act. The newspapers' combined losses in 1986 were "in excess of $30 million," he said, but he declined to provide a breakdown.

According to Keating, the newspapers are ready to implement the arrangement as soon as it is approved.

Between 3,800 and 3,900 workers are employed in departments that would be affected by the consolidation, and fewer than 1,000 of them would lose their jobs, he said.

Both newspapers have hired an outplacement firm, Jannotta, Bray & Associates Inc. of Detroit, to assist those employees find new jobs.

When The Stroh Brewery Co. closed a Detroit plant, Jannotta, Bray & Associates placed 97 percent of the people who sought other employment, said Keating. "When we were looking to find an outplacement firm like this, that certainly caught our eye." □

Patrick to head FCC

President Reagan has named Dennis R. Patrick to succeed Mark S. Fowler as chairman of the Federal Communications Commission. Fowler has announced he will resign this spring. Patrick has been an FCC comissioner since 1983 [**presstime**, Jan. 1984, p. 36]. □

ANPA hits preprint proposals

Proposed new postal rules on advertising inserts could have a severe negative impact on newspapers that use the mails extensively for distribution and even cause some of them to reject preprints, ANPA said.

"Rural newspapers (that) rely upon the mails almost exclusively to reach readers will simply have to turn away advertising," the Association said in comments to the U.S. Postal Service.

USPS proposed tightening rules on preprints that are carried in publications delivered through the mails. Among other things, authorities want to limit the number of pages permitted in supplements to the number of pages in the main body of the newspaper; to reinstate an abandoned requirement to print "supplement to (name of newspaper)" on the inserts; and to bar certain kinds of material mailable as inserts such as product samples.

ANPA said a relatively small insert in some cases may turn out to be larger in number of pages than the paper in which it is carried. Requiring an advertiser to print tailored "supplement to" notices on preprints, it said, "would provide a powerful incentive for the advertiser to abandon the newspaper."

USPS proposed the rules to crack down on alleged abuses involving preprints [**presstime**, Jan. 1987, p. 50]. □

Court upholds 2nd-class TMC rules

The 4th U.S. Circuit Court of Appeals affirmed new U.S. Postal Service rules that block newspapers from using second-class mail for their total-market-coverage programs.

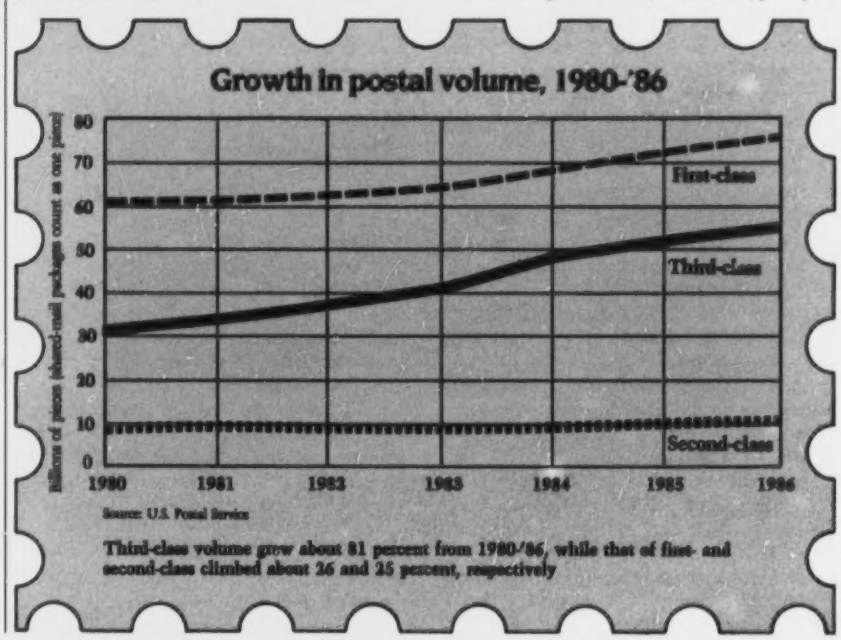
The court rejected an ANPA appeal in which the Association argued the rules violate free-speech and equal-protection provisions of the First and Fifth Amendments.

The court did, however, remove ANPA's primary concern—that the rules discriminate between classes of publications. The court clarified that the rules do not treat publications differently by virtue of their publication frequency.

In that respect, "in my own view, the court did exactly as we wanted it to do," said W. Terry Maguire, ANPA vice president/general counsel.

Without examining most of the Association's claims, the court explained that USPS promulgated a "final rule" after briefs were filed in the case that prohibited second-class TMCs not only on the day of publication of the regular issue but also in the same week.

ANPA was concerned that the final rule also could be discriminatory, but the court removed that fear by saying the description of every week "is illustrative rather than definitive" [**presstime**, Dec. 1986, p. 56]. □



Alberto Pacheco

ANPA protests recommendation to lift Bell restrictions

ANPA has sharply criticized the Justice Department's recommendation that the regional Bell operating companies be unleashed and allowed to do such things as engage in electronic publishing.

"After only three years the Department of Justice has cavalierly dismissed the potential for monopoly abuse by the Bell operating companies in today's information marketplace," said Jerry W. Friedheim, ANPA executive vice president.

In a Feb. 2 report filed with U.S. District Judge Harold H. Greene, Justice recommended lifting virtually all of the line-of-business restrictions that had been imposed under the Modification of Final Judgment, or consent decree, governing the Jan. 1, 1984, breakup of AT&T.

Specifically, the agency recommended an end to the prohibitions against BOC provision of information services, provision and manufacturing of telecommunications equipment, and involvement in non-telephone businesses.

The government was obliged to report to Greene on the third anniversary of divestiture on whether there is a continuing need for the restrictions.

The information services prohibition "is not necessary to protect competition and may be depriving large parts of our society of the benefits of the information age," said Charles F. Rule, assistant attorney general in charge of the Antitrust Division, in a statement issued with the report.

In its 210-page report, Justice said that if the restriction is removed, the BOCs would be able to provide information services "only under the significantly improved regulatory framework" developed by the Federal Communications Commission in its "Computer III" and "Joint Cost" proceedings. Those proceedings were designed to ensure that BOC rivals enjoy equal access to the local telephone exchange, and that the BOCs not subsidize their unregulated businesses with revenues from the regulated telephone business.

In a footnote, the Justice Department said "electronic publishing" is encompassed within the consent decree's definition of "information services."

"As with other types of information services, the Computer III rules should be adequate to eliminate any competitive concern that might arise from BOC provision of electronic publishing," it said.

"The reasons given by the Court as supporting the temporary electronic publishing ban on AT&T . . . –the danger that AT&T might use its nationwide interexchange dominance to crush competition in a nascent industry to the detriment of First Amendment values–do not apply to electronic publishing by the BOCs.

"In addition, many of the competitors in information services, and indeed electronic publishing, markets are large firms such as IBM and Dun & Bradstreet that do not seem to be particularly vulnerable in this area. Moreover, a ban on electronic publishing by the BOCs would be contrary to the diversity goals underlying the First Amendment."

ANPA, which was instrumental in securing the information services prohibition in the MFJ, disagreed.

The Association has lobbied vigorously for what it calls the "Diversity Principle"—that monopoly telephone companies should not be allowed to own any interest in or control the information carried by their transmission facilities.

In response to the new Justice Department recommendations, Friedheim said they "do not provide protection against anti-competitive abuse. They will not ensure that consumers have the fullest choice in the news, advertising, product, service, financial, educational, transactional, sports, religious and other information transmitted over telephone company monopoly facilities.

"Nor do these recommendations ensure the kind of competitive environment that will lead to the lowest cost to the American consumer for these facilities."

ANPA plans to submit comments on the recommendations to Judge Greene by the March 13 deadline.

The Justice recommendations were based on a report by consultant Peter W. Huber, which also was released Feb. 2 [**presstime**, Jan. 1987, p. 44].

In a related development, the Commerce Department's National Telecommunications and Information Administration Feb. 4 issued a report assessing how changing the AT&T consent decree would affect U.S. trade.

NTIA said lifting the information services restriction for "auxiliary communication services," such as electronic mail and computer bulletin boards, "almost certainly would have significant positive U.S. trade effects both now and in the long run." It said allowing Bell companies to offer "computer database-related services" or "mass media-like services such as teletext . . . should have no negative trade consequences." □

Chilean editor to receive FIEJ Golden Pen

The International Federation of Newspaper Publishers, or FIEJ, has selected Chilean magazine editor Juan Pablo Cardenas to receive the 1987 Golden Pen of Freedom.

Editor of Analisis, Cardenas has been imprisoned three times and has lived under constant harassment for years, according to FIEJ.

Juan Pablo Cardenas

In announcing the selection Jan. 29, the FIEJ Board of Directors said: "Cardenas has paid and is continuing to pay dearly for his devotion to democracy and freedom of expression. He and the staff of his magazine have resisted numerous attempts to silence them, including campaigns of intimidation, the murder of a leading journalist, bans, censorship and imprisonment."

The board also said in making the award it wanted to "recognize the courage and commitment to the values of press freedom of numerous editors and journalists in Chile. It also wishes to pay tribute to the memory of Joe Carrasco Tapia, international editor of Analisis, who was abducted and murdered in September last year."

According to FIEJ Director Timothy Balding, Cardenas received word of the award at about the same time he learned that he had been sentenced to spend every night for the next three years in prison for "libeling" Chilean President Augusto Pinochet. An appeal is pending, Balding said.

Cardenas will be invited to accept the award at FIEJ's 40th Congress in Helsinki, Finland, May 24-27.

Among the speakers on the program is Robert M. Johnson, publisher, president and chief executive officer of Newsday of Long Island, N.Y., who will talk about press credibility. Other congress program topics include promoting a free press in developing countries and covering nuclear energy.

Executives of ANPA-member newspapers are eligible to be included in ANPA's delegation to the congress. ANPA will mail registration forms to member newspapers. For further information, contact Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center, Reston, Va. □

Media groups protest Singapore action against Journal

Several media associations have protested restrictions imposed on The Asian Wall Street Journal by the government of Singapore.

According to a report in the domestic Journal, the Singapore government is limiting the sale and distribution of the newspaper to only 400 copies, when it normally sells 5,000.

The action was taken, according to the report, because the Journal has refused to print a government reply to an article about a securities exchange. The government said the story contained errors of fact. The Journal said it had investigated the article and found it accurate.

ANPA, the American Society of Newspaper Editors, the Committee to Protect Journalists and the International Federation of Newspaper Publishers sent separate messages of protest to Singapore government officials.

In its cable to Prime Minister Lee Kuan Yew, ANPA said: "Americans have long admired your leadership . . . in building in South East Asia a beacon for democracy and free enterprise. We hope that has not changed, but recent actions restricting the press indicate to us that serious and detrimental changes may in fact have occurred."

This will not be the first case to put into motion the proposals on combating worldwide censorship made at January's Voices of Freedom '87 conference in London [**presstime**, Feb. 1987, p. 42]. The organizations that sponsored the conference have not yet had a chance to meet and set up the machinery to implement the proposals, Dana Bullen, executive director of the World Press Freedom Committee, said in late February. □

Seib released after 6 days

Gerald F. Seib, a Middle East correspondent for The Wall Street Journal, was allowed to leave Iran Feb. 6 after being detained for six days by the government that apparently suspected him of being a spy for Israel.

ANPA was among the news organizations protesting Seib's detention and seeking his release. In cables to Iranian government officials, ANPA Executive Vice President and General Manager Jerry W. Friedheim said: "Professional journalists like Seib do one job only and that is to report for their newspapers." □

Paper plans seasonal editions

When it's 40 below zero and dark in Saskatchewan, subscribers to the Saskatoon Star-Phoenix want to stay home and read their evening paper. But in the summer, with warm temperatures and long days, people want to read a paper in the morning because they want to be outside the rest of the day and evening.

That's the theory, anyway, of the 59,785-circulation daily, which currently publishes in the evening year-round. "A good newspaper responds to the needs of its readers," said Ed Sebestyen, general manager.

The 39-year newspaper veteran told his 275-member staff earlier this year that if feasibility studies bear him out, he will convert the newspaper to morning publication in the four warm-weather months and revert to evenings the rest of the year.

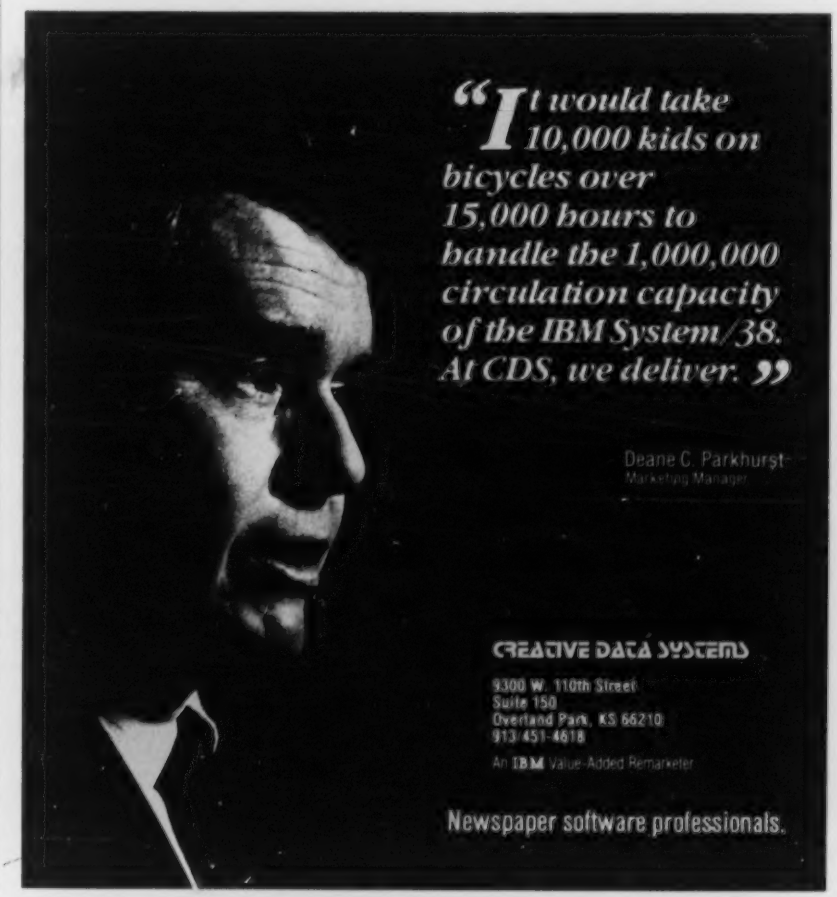
The Star-Phoenix calls its seasonal conversion "a bold move never before attempted in North America." Bill Peterson, assistant to the publisher for special projects, said the idea originated with Thomas E. Griffiths, former marketing director of the Los Angeles Daily News who served as a consultant to the Star-Phoenix.

Sebestyen is expected to make a final decision in early March based on reader polls, Peterson said. The paper would switch to mornings beginning May 19 and resume afternoon publication Sept. 8. □

Trial delayed

A California court in February postponed for several months a civil trial involving The Sacramento Union's circulation figures. Courtroom space was unavailable, authorities said.

The Union is being sued by three advertisers—two car dealers and an appliance store—in a case originating in 1983 when the newspaper found that circulation had been inflated under previous management [**presstime**, September 1983, p. 25]. □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Survey shows Ohio adults rank newspapers as their favorite advertising medium

BY GUIDO H. STEMPEL III

Ohioans use newspaper advertising more than television advertising and like it better. That's the major finding of a survey conducted by Market Opinion Research of Detroit for the Ohio Newspaper Foundation. Results of the study were presented at the annual convention of the Ohio Newspaper Association in Columbus Feb. 19.

The survey consisted of telephone interviews conducted Nov. 4 and 18, 1986, with 1,000 randomly selected Ohio adults.

Respondents were asked which medium is the most useful source of information for eight kinds of goods and services. Newspapers were a clear winner in every category. (See chart.) Seventy-eight percent said newspapers were the best source of information for entertainment, and 77 percent said newspapers were the best source for housing and employment information.

The only category for which more than 10 percent of the respondents picked television as the best source was financial services; television was picked by 13 percent.

Newspapers had an even wider margin over radio and a clear margin over mail circulars, which did somewhat better than either of the broadcast media. Top category for circulars was food, but even there newspapers led by 68 percent to 18 percent. Respondents also indicated they preferred to have advertising circulars in newspapers rather than in the mail by a margin of 60 percent to 24 percent.

Further indication of the power of newspaper advertising came in response to a question asking whether respondents had made a purchase in the past two weeks because of advertising they had seen or heard. Forty-four percent said they had, and three-fourths of those said it was newspaper advertising that prompted the purchase. This seems particularly significant because respondents were free to recall any ad and any purchase, not just those in specified categories.

These results may well stem from the high penetration of newspapers and the high acceptance of newspaper advertising. The survey found that 71 percent of the respondents had read a daily newspaper the day before the interview, and 90 percent had read one in the preceding week.

Although television had even higher penetration, with 87 percent having watched the day before the interview, it was fragmented. For example, only 53 percent of the respondents had seen a local newscast the day before the interview.

And although 70 percent of the respondents had listened to radio the day before the interview, only 54 percent had listened between 6 and 10 a.m. and only 42 percent between 3 and 7 p.m.

Newspaper advertising was clearly less offensive and more believable than television advertising. Fifteen percent of the respondents said they often find newspaper advertising offensive, and 23 percent said they occasionally find it offensive–a total of 38 percent. Twenty-eight percent of the respondents said they often find television advertising offensive, while 35 percent occasionally find it offensive—a total of 63 percent.

Forty-one percent of the respondents said they find newspaper advertising usually believable; only 21 percent said they find television advertising usually believable.

The survey also indicated that the newspaper audience is somewhat more upscale than the television audience. For example, of those with more than $35,000 annual income, 79 percent read a newspaper yesterday, compared with 69 percent for those with less than $35,000 income. Television, on the other hand, was used less by those with higher income. Of those with more than $35,000 annual income, 85 percent watched television the day before the interview, and median viewing time was 1 to 2 hours. Of those with less than $35,000 income, 89 percent watched television the day before, and median viewing time was 3 to 4 hours.

Those with more than $35,000 income also were more likely to cite the newspaper as the best source of information about various goods and services. There were similar findings in relation to education and employment, with the more educated and the employed making greater use of newspapers and less of television.

The study leaves little doubt that in Ohio the best way to reach the most people is the newspaper, and this is even more so for the upscale segment of the population. □

Medium considered most useful source of information

Product or Service	Newspapers	Radio	TV	Circulars	Other/ None
House, apartment or other real estate	77%	0%	1%	1%	21%
Automobile, van or RV	65%	2%	8%	1%	24%
Employment opportunities	77%	1%	1%	0%	21%
Home furnishings, appliances	63%	1%	7%	12%	17%
Food and grocery items	68%	1%	4%	18%	9%
Clothing, apparel	56%	1%	7%	15%	21%
Financial services	47%	5%	13%	5%	30%
Entertainment, places to go	78%	5%	5%	1%	11%

N = 1,000

Stempel is a regular contributor to presstime. He is a member of the Ohio Newspaper Association/Ohio Newspaper Foundation Research Advisory Committee that worked with Market Opinion Research on this study.

NAB seeks volunteers for color test

The Newspaper Advertising Bureau is seeking newspaper volunteers to participate in a new multi-market test of color advertising effectiveness.

"The only requirements are that they print good color and can do A/B split runs of color versus black-and-white," said James Dunaway, NAB vice president, director of information. In an A/B split run, every other copy will feature one test advertisement in color, with alternating copies containing the same ad in black-and-white, he explained.

The test will be conducted later this year. NAB has placed no limit on the number of newspapers that can participate, Dunaway said.

For more information, contact Thelma Anderson, research manager, marketing/new technology, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 704-4543. □

Have You Looked at Your Yellow Pages; Lately?

It's Grown, Hasn't It?

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Future of Advertising panel recommends standardizing national ad discounts

A task force of the Future of Advertising project has recommended that U.S. daily newspapers adopt 15 standard "break points" for national advertising volume discounts.

The recommendation was announced at the 138th sales conference of the International Newspaper Advertising and Marketing Executives.

The plan is intended to accommodate national advertisers that place multi-newspaper advertising schedules. "Most newspapers in the country have their own unique rate structure, which means that there is no easy way for a national advertiser to look across the board at the kind of a discount he would earn for a schedule at a given volume level," said Jerome S. Tilis, chairman of the FOA Task Force on Pricing and Positioning and president of the Detroit Free Press.

Dant (right) succeeds Momsen at the helm of INAME.

Each newspaper must establish its own rates to be charged at each break point, said Tilis, who recently was named vice president/marketing for Knight-Ridder Inc. and chairman of Knight-Ridder Newspaper Sales. Newspapers also may add break points to the 15 recommended, he said.

Tilis' task force also recommended newspapers review the differences in discounts offered national and retail advertisers, consider offering additional discounts for repeat ads, and look into the possibility of establishing special introductory rates for certain national product categories from which newspapers currently get little advertising, such as proprietary drugs and beer.

About 1,500 people attended the INAME conference Jan. 25-28 in Miami Beach. Although the attendees heard from a variety of speakers on such topics as Canada's NADbank (Newspaper Audience Databank), some Florida newspapers' successful advertising network for special food promotions and methods of improving staff training, a significant portion of the program was devoted to a status report on the FOA project launched by the Newspaper Advertising Bureau in 1985 to increase newspapers' share of advertising [presstime, Jan. 1987, p.52].

Keynote speaker Harold W. Andersen, chairman of the FOA Steering Committee, said all newspapers may not think they can accept every recommendation from the various task forces. But he urged all newspaper executives to consider them carefully and to be alert to publications coming out of the project. "None of what we're doing will have any value or any effect unless you all take it seriously, and that's up to each and every one of you," said Andersen, chairman and chief executive officer of the Omaha World-Herald Co.

There was some indication that at least one FOA task force recommendation is not being embraced immediately by newspapers. Only about half of the audience indicated by a show of hands that their papers will have adopted the Standard Advertising Invoice by the end of the year, the target date for implementation. "We have to do a little more sales work on you, I guess," said Sam S. McKeel, publisher of The Philadelphia Inquirer and a member of the Task Force on Standardization, which brought the invoice project to fruition.

Direct selling by telephone and on cable television are important new developments.

In another program segment, NAB President Craig C. Standen reported that in 1986 advertisers spent 7 percent more in newspapers than they did the year before, reaching a total of nearly $27 billion. There were gains in every category—national up 3 percent, retail 6 percent and classified 10 percent. "We expect the same kind of performance in '87," Standen said. "National will be up 5 percent, retail 7 percent and classified 8 percent, for an overall growth of 7 percent."

But NAB Executive Vice President Leo Bogart cautioned that newspapers will face a tougher selling climate: "We're going to face more resistance in making that gain than we did in 1986."

Bogart also predicted 1987 would see a "pause in the classified boom," more "disenchantment" with television and a greater willingness on the part of national advertisers to "try print."

He told the group to "look for new challenges from direct sales media." Direct selling by telephone and on cable television are important new developments of which newspapers should be aware, he said.

Incoming INAME President Alan H. Dant, advertising director of The Plain Dealer in Cleveland, said newspapers need "a marketing plan that sharpens our focus.

"If . . . currently our greatest deficiency is national advertising, shouldn't we be developing a national sales plan with very specific target goals on both a short and long-range basis?" Dant asked. He suggested that newspapers can and should do a better selling job with advertisers in the liquor, airline, automobile, financial and food sectors.

Dant succeeds Robert C. Momsen, vice president/community development of the St. Paul Pioneer Press Dispatch.

Other officers elected were: President-elect Roger H. Clapp, advertising director of the Richmond (Va.) Times-Dispatch and The Richmond News Leader; First Vice President Fred D. Crisp Jr., director of sales and marketing, The News & Observer and The Raleigh (N.C.) Times; and Second Vice President Norman R. Kirk, director of advertising, The Toronto Star. □

What blizzard?

Two January snowstorms in four days. A one-two punch that virtually paralyzed the Northeastern United States.

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Tax battles loom

Several states are seeking to eliminate sales-tax exemptions affecting newspapers as they redesign their tax codes in response to newly enacted federal tax revisions.

Legislatures in more than 40 states already are working on state tax reform. In the process, some "see this as an opportunity to broaden the tax base by extending the sales and use tax to all professional services, including advertising services, as well as eliminating the exemption for newspaper circulation sales," according to Kevin Grant, state relations coordinator for ANPA.

"We anticipate that more states will file bills aimed at repealing professional service exemptions as a way to raise revenue as the deadline for filing bills approaches," Grant said in a report to ANPA legal and government affairs committees.

Bills to repeal current exemptions or to extend sales taxes to newspapers have been filed in seven states: Washington, Oklahoma, Colorado, North Dakota, Mississippi, South Carolina and Utah.

Grant also is expecting legislation in economically strapped energy-producing states, such as Louisiana and Texas, to repeal exemptions for advertising services. Those two states enacted emergency bills in 1986 to increase or extend sales taxes owed by newspapers on circulation sales.

And it's not just the legislatures that are active. Governors in Arkansas, Washington and Oklahoma have recommended repeal of exemptions or additional sales taxes affecting newspapers, and the governor of Indiana is reconsidering his proposal for repeal. "The outlook in Washington . . . looks good against such a tax, and the situation is improving in Arkansas," but a tough battle is expected in Oklahoma, Grant said.

Legislation filed in Colorado would tax professional services, including the sale of advertising space, but an in-state coalition believes it will be killed in committee. In North Dakota, legislators have filed a bill to repeal the sales-tax exemptions for advertising income, circulation sales, and newsprint and ink purchases, but state press representatives do not believe it will pass.

Legislation has been introduced in Mississippi to repeal exemptions on advertising and circulation sales. The situation there is unique, Grant said, because the intent is to tax newspapers to finance new textbooks in the schools—a budget item that newspapers have been pushing editorially. Grant believes the legislation will be found defective because it would affect only newspapers.

In Florida, a sales-tax study commission has heard testimony from the Florida Press Association concerning the possible reinstatement of an advertising exemption. The commission is scheduled to issue its recommendations March 5, with the legislature scheduled to convene in April [**pressstime**, Jan. 1987, p. 50]. □

State production taxes examined

A state-by-state review of sales and use taxes affecting the production end of the newspaper business shows great variation, according to a new study by ANPA's Legal and Government Affairs staff.

At one end of the spectrum are four states that impose no taxes on newspaper production—Alaska, Montana, Oregon and West Virginia.

At the other end are Alabama, California, Hawaii, Michigan, Mississippi, Missouri, North Dakota, South Dakota, and Washington, which tax all categories of production materials, equipment or machinery used in newspaper publishing.

A booklet listing the various taxation and exemption criteria has just been published by ANPA in cooperation with International Newspaper Financial Executives. Titled "Taxes on Production Materials, Supplies and Equipment Used by Newspapers," it reviews sales and use taxes affecting capital purchases by newspapers in all 50 states. Copies have been sent to all ANPA-member newspapers.

The report "attempts to bring together the best available information," said its author, ANPA State Relations Coordinator Kevin Grant. The information was gathered from state press association executives or other state experts, supplemented by a review of state statutes where required, he said.

Grant said the report can be used in several ways: to determine prior to purchase whether a sales or use tax would be owed on certain equipment or parts; to estimate tax liabilities in preparing capital-expenditure budgets; and to assist newspapers in working with state revenue departments or legislatures.

State-by-state listings specify which categories of equipment, parts or materials are taxed and which are exempt. □

New syndicate starts with a blockbuster

A new syndicate has been established, and it has a prestigious first client: Ann Landers.

Both the syndicate and the switch by the famous advice columnist resulted from the sale of News America Syndicate to The Hearst Corp.'s King Features Syndicate [**pressstime**, Feb. 1987, p. 62]. With the sale, Landers' contract with News America expired.

Also with the sale, the 36-year-old president of News America Syndicate, Richard S. Newcombe, broke ranks to found Creators Syndicate Inc.

Not only did Newcombe attract a star-quality syndicated feature, he also announced that his company will operate under a policy that is highly unusual in the syndicate business: It will allow artists and writers to own the rights to their own work.

"I started it as the only major syndicate in history to offer free-agent status to all clients," Newcombe said. He said his is already a major syndicate, even though he has only one contributor so far, because Landers has 1,100 newspaper clients–the largest number of any syndicated columnist in North America.

Newcombe said his syndicate will be a boon especially to independent comic strip artists. "What I am addressing primarily is the cartoonist–the independent contractor who creates a comic strip."

"What is unique about Creators Syndicate is that writers and artists will be given the option of retaining ownership of their own material and will sign up for relatively short contracts," Newcombe said. He would not disclose the terms or length of contract with Ann Landers.

Along with her change to a new syndicate, Ann Landers also announced she will leave the Chicago Sun-Times, where her column originated for 31 years, for the rival Chicago Tribune. Tribune Editor James D. Squires said Landers' column will run on page 2 of the Tempo section. That's the spot now occupied by Landers' twin sister, Abigail Van Buren, who writes "Dear Abby." Squires said Abby will be moved to "a prominent new home."

Creators Syndicate will handle the Landers column jointly with the Los Angeles Times Syndicate. Creators will handle editing, sales and marketing, while the Times syndicate will be in charge of production, distribution and billing. □

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By Steven Findlay
USA TODAY
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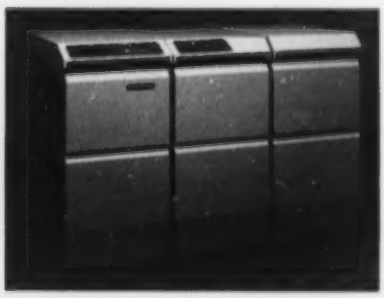

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Nation's schools will join 'Celebration of Citizenship'

Teachers and students all over the country will commemorate the bicentennial of the U.S. Constitution this year by devoting Sept. 16 to a teach-in on the historic document.

ANPA Foundation and the Commission on the Bicentennial of the United States Constitution are cosponsoring the event, called "A Celebration of Citizenship," with 12 national education organizations.

The organizations joined Feb. 19 in a press conference to kick off their campaign to involve all of the nation's 57 million students from kindergarten through high school.

The Foundation later this month will mail materials containing suggestions for lessons and activities to the principals of every public and private school.

The centerpiece to the teach-in is scheduled for 1 p.m. EDT, when President Reagan has been invited to lead the nation's students, over radio and television, in a recitation of the Pledge of Allegiance. Retired Chief Justice Warren E. Burger, chairman of the bicentennial commission, also has been asked to read and explain the meaning of the Preamble to the Constitution.

Sponsors believe the program "will deepen (students') understanding of the rights and responsibilities of citizenship," said Ann Kahn, president of the National Congress of Parents and Teachers. The teach-in is timed to prepare students for the following day's observance of the anniversary of the signing of the Constitution.

Burger said the event addresses a deficiency in most young Americans' education about their heritage. "The basic problem is there needs to be more teaching of history and especially about constitutional history," the retired chief justice said.

"Nothing could be more important than teaching our young people the value of our nation's Constitution," he said.

Jerry W. Friedheim, executive vice president of ANPA and vice chairman of the Communications Advisory Committee to the commission, called the program "a historical event that will better enable an entire generation of young Americans to understand the U.S. Constitution and the principles that are at the heart of American democracy."

A recent national survey conducted by The Hearst Corp. found that most adult Americans have grown up with faulty knowledge of the Constitution's provisions. Nearly half of those surveyed could not identify the purpose of the Constitution, most did not know what the Bill of Rights is, and most held a mixture of true and mistaken beliefs about the document's provisions.

Friedheim delivers remarks with fellow panelists (from left) Ann Kahn, president of the National PTA; Judith D. Hines of ANPA Foundation; Burger; and Betty Southard Murphy, member of the Commission on the Bicentennial of the U.S. Constitution.

Among the false perceptions, for example, sizable majorities believed that the Constitution establishes English as the national language and that the Constitution guarantees citizens a free public education.

Sixty percent of Americans surveyed also said the Constitution should be amended this year through a constitutional convention to consider prayer in public schools, abortion and freedom of the press. But the survey also found that those Americans who know most about the Constitution are the least likely to want to change it. □

New curriculum guide caters to gifted students

A curriculum guide titled "Using the Newspaper with Gifted Students" has been published by ANPA Foundation.

The camera-ready guide suggests classroom activities ranging from imagining life without newspapers, to writing letters to the editor and analyzing comic strips as reflections of modern culture.

The 59-page guide is designed to expand the scope of Newspaper In Education programs to include activities specifically for gifted and talented students, as well as for high-achieving students in regular classrooms.

It was written by professor John Guenther of the University of Kansas and Margaret Anderson, former assistant professor there who is now principal of Rio Grande School in Santa Fe, N.M. Guenther is scheduled to lead a session about the gifted curriculum at the Foundation's NIE conference March 18-20 in Chicago.

The curriculum guide is organized around sections of the newspaper that can be used to study different subjects, and it seeks to give students an understanding of the total newspaper. It contains 50 activity sheets for students.

To obtain a copy, send a check for $20, payable to ANPA Foundation, to Ruth Finn of the Foundation at The Newspaper Center, Reston, Va. □

Newspapers' literacy projects include special sections, in-house ads, posters and tutoring

A monthly four-page tabloid in the Herald & Review of Decatur, Ill., is one of the latest newspaper projects aimed at improving literacy skills.

The insert, "READ: The News," is the brainchild of the newspaper's promotions coordinator, Annette M. Mulholland.

Mulholland has been writing the inserts herself by rewriting major national and local news stories at a fourth-grade reading level. The first insert ran Jan. 12.

Raves have come from unexpected quarters: young gifted children, older children in remedial reading classes, elderly readers who like the larger print, and even regular readers of the paper who could read it easily before rushing to work.

Crewmen from the USS Valley Forge read the Long Beach daily as part of the functional skills program.

"It's gone over really well," but the rewriting is "hard. It's really, really hard," Mulholland said. Each story is tested with the Star software program at Project READ in Decatur to determine the reading level according to such criteria as grammatical structure and number of syllables.

"It's a whole different way of explaining ideas, and in a lot of ways it's a lot more difficult," she said.

"Even though I shot for [grade] four, a lot of the stories are at the fifth- or sixth-grade level. One of the jokes around here was that I had asked the sports editor if he would write a story about the Super Bowl, geared toward the fourth-grade level. And the [software] program rated it with a reading grade level of 19.8."

Other new literacy projects involving newspapers include:

• The U.S. Navy Afloat Functional Skills Program now uses the Newspaper In Education program of the Press-Telegram of Long Beach, Calif., to teach reading skills to crewmen. Two ships now use NIE in the program with a third scheduled to begin soon. Eventually, NIE may reach all 30 ships participating in the Afloat Program, which offers remedial or college-level classes in English, reading and math, said Helen Wyatt, coordinator for the Afloat program.

• ANPA Foundation joined forces with the American Association of Retired Persons to launch a campaign Feb. 18 with a newspaper ad and poster to encourage AARP's 24 million members and other older citizens to volunteer as tutors, organizers and managers of literacy projects.

All ANPA-member newspapers will receive the ad. "We intend to make an impact on this unfortunate situation [illiteracy] by appealing, through newspapers, to the talents and conscience of the older persons of our population," said ANPA Foundation Chairman and President Edwin L. Heminger, editor and publisher of The Courier in Findlay Ohio.

Single copies of the poster and ad are free. Write: Literacy Poster, AARP Fulfillment, 1909 K Street N.W., Washington, D.C. 20049.

• The "Reading Partners" program at the Milwaukee Journal and the Milwaukee Sentinel has recruited 44 employees to tutor about 85 Milwaukee public school students, identified by their teachers as having reading disabilities. "They (teachers) welcome this help, because they can't take the extra time to do it," said Jack E. Knake, vice president of corporate communications for Journal Communications.

The employees receive time off, with pay, to work with a child for about an hour a week. Some give extra time on their own.

• The Palladium-Item of Richmond, Ind., organized a community-wide tutoring project, supported by Gannett Foundation grants of $12,100 since the program began in February 1986. The impetus for the program was the desire to retrain illiterate workers in Richmond after a local factory closed. But the program became "very broad-based" as the newspaper formed a literacy coalition and increased community awareness of the project through editorials, a talk by literacy expert Jonathan Kozol and other efforts, said Emmett K. Smelser, executive editor.

A review of dozens of other newspaper literacy efforts is available from Carolyn Ebel Chandler, ANPA Foundation, The Newspaper Center, Reston, Va. □

Big plans in store for newspapers' observance of fifth annual NIE Week

More than 500 U.S. daily newspapers will be participating in activities for the fifth annual Newspaper In Education Week March 2-6.

The event, cosponsored by ANPA Foundation and the International Reading Association, promotes use of the newspaper as a classroom teaching tool and student appreciation of the role newspapers play in society.

Newspaper plant tours, distribution of newspapers to schools, speeches by newspaper employees to students, and various reading, writing and drawing contests are among the many events that individual newspapers are sponsoring.

ANPA Foundation and state press associations also have distributed camera-ready curriculum materials for use by teachers during NIE Week. During last year's observance, hundreds of U.S. daily and weekly newspapers provided about 3 million copies of newspapers to 30,000 schools. Newspapers in at least eight foreign countries also participated [**presstime**, Jan. 1987, p. 47].

Following NIE Week, representatives from newspapers and educational organizations will meet for the 1987 Newspaper In Education Conference at Chicago's Westin Hotel. The March 18-20 conference will include sessions on using newspapers to teach current events, citizenship education, critical thinking and various subject disciplines. Sessions also are planned on teaching marketing techniques, initiating private sector partnerships between schools and businesses, and preventing job burnout. □

Journalists, educators have meeting of the minds on issues involving J-schools

Working journalists and journalism educators don't get together often. When they do, the mix is apt to be contentious.

But an effort to have a meeting of the minds Feb. 6-7 in Racine, Wis., brought an airing of views and a conciliatory spirit to issues that have more often divided than bound the camps.

Five working groups issued short-, medium- and long-term proposals to respond to shared concerns about the quality of curriculum, faculty, school facilities, mid-career development and training.

"I think the main accomplishment is in the set of actual proposals," which "have enhanced understanding" between journalism educators and working journalists, said Sharon M. Murphy, Marquette University journalism dean and one of the conference planners.

Formal reports of the proposals are being compiled for presentation at future meetings of appropriate committees within ANPA, the Associated Press Managing Editors Association, and the American Society of Newspaper Editors, Murphy said.

The conference, titled "We've Got to Talk to Each Other: Journalists and Journalism Education," brought together about 25 educators and 35 journalists primarily from schools, newspapers and other media organizations in the Midwest, with several from the East Coast.

It was held at the home of the host Johnson (Johnson Wax) Foundation—Wingspread, the last of architect Frank Lloyd Wright's "prairie houses"— and it revived a series of conferences held there in 1970, 1974 and 1976 to promote cooperation between newsrooms and classrooms.

As the discussions in Racine made clear, economic issues remain at the forefront, from the effects of media group ownership on editorial quality to the effects of low salaries on prospective journalists [presstime, Feb. 1985, p. 36]. Admission and graduation standards at journalism schools and continuing education for newsroom managers also sparked extended discussion.

Some proposals from the working groups stressed the need for comprehensive surveys and studies in various areas, while others urged concrete programs, particularly summer intern programs at newspapers for faculty members.

The group addressing faculty expertise also urged an expansion of incentives for critical applied research of the profession, taking a cue from the conference's keynote address by James H. Ottaway Jr., chairman and chief executive officer of the Ottaway newspaper group.

Ottaway challenged academics to "embarrass the worst among us" by scrutinizing "the dominance of the profit motive over quality by many newspaper owners, circulation and advertising managers."

Educators should ask themselves whether they shrink from critical analysis of newspapers because of "hesitation to bite the hand that feeds," he said.

"I think journalism education is caught in a serious conflict of interest," Ottaway said, citing the schools' dependence on media companies for financial support and for job offers for graduates.

"It's very thoughtful for (Gannett) management to contribute millions of dollars for journalism education, and I have nothing but good to say about it," Ottaway added. "But what school will sponsor a study of Gannett newspapers, one of our largest groups? How about the Don Reynolds Center (named for the president of Donrey Media Group) at the University of Nevada doing a critical study of Donrey newspapers?"

"Imagine what effect it would have on daily journalism," he said, if each school took one of the approximately 150 newspaper groups for extensive content analysis, followed by a long-term study of trends in its editorial quality. "Call it the 'adopt-a-group' program," he said. "Extensive public criticism of the best and worst newspapers would have a powerful effect."

While conference participants repeatedly hailed the address as "courageous," some were also quick to say that they have had complete freedom under Gannett grants.

Everette E. Dennis—executive director of the Gannett Center for Media Studies and the designated "commentating observer" of the conference—said in concluding remarks, "Educators have not been vigorous as critics, and it's kind of embarrassing when the CEO of a group tells us that you really ought to look at (deleterious effects of) chain ownership."

The Wisconsin gathering was remarkable for its "civility and mutual respect."

A study of a different nature, announced just prior to the conference, will analyze the qualifications of journalism professors. Supported by a $78,000 Gannett Foundation grant, the Indiana University Bureau of Media Research will examine the backgrounds and attitudes of 1,000 randomly chosen journalism-school teachers and administrators.

David H. Weaver, director of the bureau and professor at the IU School of Journalism, said it will be the most conclusive study ever done of journalism educators. It should allow comparison with the results of previous studies of working journalists, including those published in his book *The American Journalist* about the changing demographics and attitudes in newsrooms between 1971 and 1983, he said.

The study will address criticisms leveled at journalism educators by both working journalists and educators in other fields, such as charges that journalism teachers are not graduating well-rounded students and that the teachers lack creditable media experience.

Journalism educators can improve these perceptions through stricter controls on enrollment, James W. Carey, dean of the College of Communications at the University of Illinois, told the conference. Admission standards should be raised, not lowered, in response to a declining enrollment in news-editorial sequences because standards should address the quality of students, not the quantity, he said.

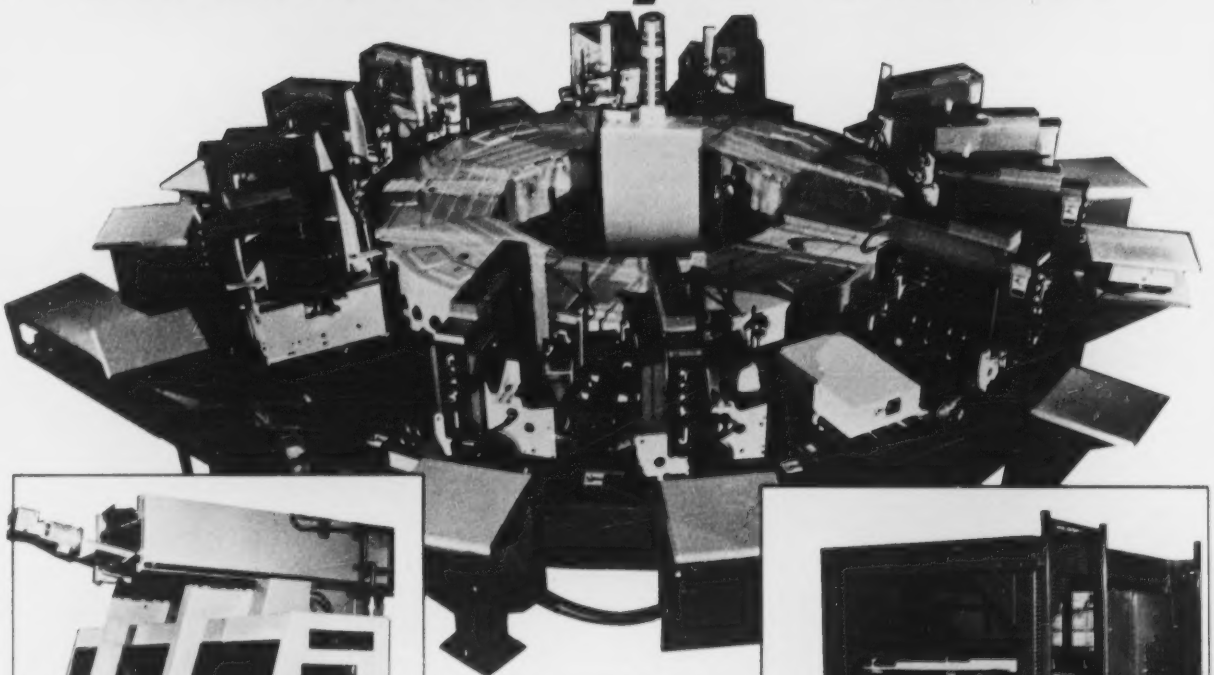
"The number one problem in the newspaper industry is its inadequate quality control," said Susan H. Miller, director of editorial development for Scripps Howard Newspapers. "If we want to work together, we need to address this."

"We strongly favor the idea of admission and exit tests (by schools) as a quality-control stamp," as well as adherence to accrediting standards that assist students in getting a broad education, she said.

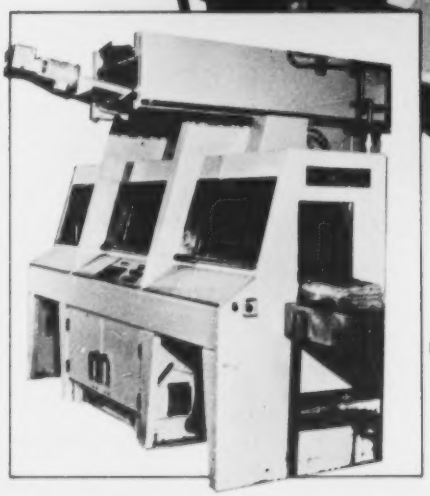
Despite differences aired in the full sessions and working groups, the gathering was remarkable for its "civility and mutual respect" and had "gone far beyond what we have done before," said Dennis in his closing remarks. "We have had very little of the grandstanding" that has characterized some past gatherings of journalists and educators, he said.

—Mary A. Anderson

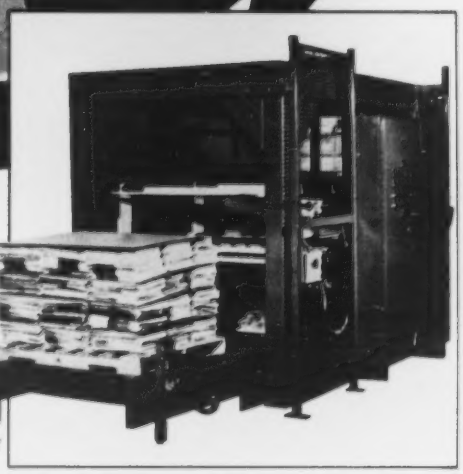
Automation is one thing. Productivity is three.



NP-1472 Newspaper Inserter



BOSS-60 Packaging System



NP-100 Programmable Palletizer

Harris Graphics' NP-1472 inserter, BOSS-60 packaging system and NP-100 programmed palletizer are designed to bring new productivity to newspaper mailrooms.

The NP-1472 has the versatility to adapt to any inserting job quickly and easily. It produces packages of up to 300 broadsheet pages in many jacket formats and automatically repairs incomplete sets.

The BOSS-60 automates packaging by doing the work of two conventional lines in half the floor space and with half the labor. The integrated functions produce high quality, strapped or unstrapped bundles at up to 50 per minute.

The NP-100 neatly palletizes stacks or bundles quickly, for better product protection and improved storage/retrieval. A programmable logic system controls all functions.

Alone, each is a dependable unit that pays off investment with lower operating costs and increased speed.

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Arbiter upholds restriction on reporter's coverage

The Toronto Star had the right under a labor agreement with the Southern Ontario Newspaper Guild to restrict a general assignment reporter from covering matters related to the labor beat because of a possible conflict of interest, an arbitrator has ruled.

The arbitration arose when the Guild protested a letter given to the reporter by the managing editor. The letter offered her the options of either resigning as an officer of the Organization of Working Women, taking a leave of absence while serving as an officer, or taking another position in the editorial department until her term as OWW president expired.

The union sought removal of the letter from her personnel file, contending that it was contrary to the labor agreement and was improper discipline.

The reporter was active in Guild matters, having served as head of the bargaining unit at the newspaper. She also was a member of the Metropolitan Toronto Labor Council and from time to time was a delegate to the Ontario Federation of Labor convention.

The letter resulted from a story in the union's newspaper reporting her activities at a union rally. The reporter, as president of OWW and in her capacity as Guild secretary, attended the rally for striking workers at a large Toronto department store. While at the rally, she spoke publicly and a photograph of her addressing the group with a loudspeaker appeared in the union's publication.

Arbitrator Owen B. Shime found that in discussions between the managing editor and the grievant, the primary concern was not over fairness and accuracy in her reporting, but over a possible public perception that a story written by her would be "tainted" because of her known public positions. The matter was resolved, pending arbitration, by assigning her to the courts beat.

A section of the labor agreement states that employees are free to engage in activities outside business hours that do not constitute a conflict of interest with normal job activities.

"At the outset," said Shime, "it is patently clear that the grievor's union activist position is incompatible with reporting news about labor relations matters. In that regard, her subjective interest in trade union matters conflicts with her objective duty to report the news in a fair and impartial manner. It is important and significant in this case that the grievor took an overt and highly visible position in connection with a very controversial labor matter, a position that could lead one to question her future reporting about labor matters."

Shime said the reporter was "not the person to judge her own impartiality or objectivity. . . . In short, the grievor has a conflict of interest and the employer is entitled to be wary of that conflict."

For a reporter, the arbiter said, "not only are actual objectivity and impartiality important, but so too is the appearance of objectivity and impartiality."

When management determines a reporter is in a conflict situation, it may remove that person from the area where the conflict exists, he said, and it was appropriate for the Star to do so.

Shime also said he was unconvinced that the grievant could not have remained as general assignment reporter covering subjects other than labor. Accordingly, he said she should be permitted to return to the general assignment staff under that restriction.

He denied the union's request that the letter from the managing editor be removed from her personnel file, because it was a letter "suggesting a solution to a real problem" and was sent with a view of resolving the matter. —*Clark Newsom*

Guild calls for labor summit

A summit meeting of the presidents of nine international unions with bargaining units in the newspaper industry has been scheduled for March 10 in Washington, D.C.

The meeting was recommended by The Newspaper Guild's Special Committee on Collective Bargaining in an effort to reverse what it called a deteriorating bargaining climate.

Guild President Charles A. Perlik Jr. sent invitations Feb. 11 proposing the March 10 meeting date to the presidents of the Communications Workers of America and its new Printing, Publishing and Media Workers sector, the Graphic Communications International Union, International Association of Machinists and Aerospace Workers, International Brotherhood of Electrical Workers, Service Employees International Union, Operating Engineers, United Paperworkers International Union, and Teamsters.

Unions protest 'training exercise' at Seattle papers

Union members at The Seattle Times and Seattle Post-Intelligencer have charged that management violated their labor agreements Feb. 1 by editing, composing and printing without union help a 24-page "practice" newspaper.

The unions were notified in advance of the "internal training exercise," and about 200 members of The Newspaper Guild demonstrated outside the building that Sunday.

The Graphic Communications International Union, which represents pressmen there, has filed charges with the NLRB alleging that the action by non-union and supervisory employees constituted an unfair labor practice.

"We don't believe we've violated any contractual agreements," said H. Mason Sizemore, president of the Times. He said all copies of the practice newspaper were destroyed.

Guild contracts at the newspapers, which are published under a joint operating arrangement, expired last July 21. Guild members voted Nov. 10 to give their bargaining committee strike-call authority, but no deadline was set. The Guild represents about 900 editorial and commercial employees at the two papers. □

NLRB charges filed over drug testing in Minneapolis

The Newspaper Guild of the Twin Cities has filed charges with the NLRB alleging that the Minneapolis Star and Tribune has unlawfully failed to bargain over its drug-testing policy.

The union represents about 350 editorial and commercial employees at the paper.

The policy, which was put into effect Jan. 12, requires medical examinations, including drug tests, for all job applicants. Current employees are required to have an examination when two members of management suspect that job performance or conduct is impaired by alcohol or drug abuse.

Alan W. Zaeske, vice president/human resources, said in late February that one job applicant had been denied employment after testing positive for marijuana use. He said no current employees had been asked to take a drug test. "We do not intend to do random testing," he said. □

NLRB withdraws complaint in merit pay bargaining case

Local 9 of The Newspaper Guild is appealing to the general counsel of the National Labor Relations Board the withdrawal of a complaint against The Cincinnati Enquirer in a case involving bargaining over "merit pay." The case is being followed closely by labor relations specialists in the newspaper business.

An NLRB regional director issued a complaint against the newspaper last July 24, based on charges filed by the Guild. A hearing before an administrative law judge was scheduled and then postponed [**presstime**, Nov. 1986, p. 34].

In reviewing the case, the Advice Section of the General Counsel's Office determined that the complaint should not have been issued. Emil C. Farkas, the regional director in Cincinnati, subsequently withdrew his complaint. Farkas said there was insufficient evidence of a violation of the Taft-Hartley Act, and further proceedings were therefore not warranted.

The parties are currently in negotiations for an initial labor agreement covering newsroom employees who had been represented formerly by an independent union. A federal judge ruled in 1986 that the Guild was not a successor to the former union [**presstime**, Dec. 1986, p. 71].

According to the NLRB's investigation of the case, the parties commenced negotiations in April 1985. During those negotiations, the company submitted its proposal that wages be based solely on merit. The union sought to negotiate a minimum wage scale, but the company refused to agree to minimum wages or to allow union participation in establishing a budget for merit pay increases.

However, Farkas found, the company repeatedly offered to negotiate the criteria for evaluating merit pay and "remains willing" to bargain over merit pay performance appraisal forms.

"Moreover," Farkas said, "under the employer's merit pay proposal, the union may accompany unit employees to their merit pay evaluations, object to the application of negotiated criteria and grieve over such application.

"Although the union could not invoke arbitration for a grievance not otherwise satisfactorily resolved, it would be free to strike over the issue or resort to court action. Under these circumstances, it was determined that the employer did not insist upon such unilateral control over employee wages as to amount to a refusal to bargain in good faith," he said.

(The Cincinnati Enquirer Inc., Case No. 9-CA-23190) □

NLRB elections

Bakersfield Californian, Guild: Editorial and commercial employees voted 174-60 to retain a provision in the labor agreement requiring covered employees to be members of the union and to pay dues as a condition of employment.

(NLRB Case No. 31-UD-205)

Jackson (Tenn.) Sun, ITU: Composing room employees voted 7-3 against continued representation by Typographical Union No. 24.

(NLRB Case No. 26-RD-736)

Tampa (Fla.) Tribune, IBEW: Electricians, machinists and stationary engineers voted 13-8 against continued representation by Local 108 of the International Brotherhood of Electrical Workers.

(NLRB Case No. 12-RD-598)

Recent contract settlements

Rocky Mountain News, Denver, GCIU: Three-year agreement covering photoengravers; retroactive to April 1, 1986.

San Francisco Newspaper Agency, San Jose Mercury News, GCIU: Forty-three-month joint agreement covering pressroom employees; retroactive to July 1, 1986.

San Jose Mercury News, GCIU, Guild, ITU: Forty-three-month agreements covering photoengravers, editorial and commercial employees, and composing room workers; retroactive to July 1, 1986.

(Details in March 1987 ANPA Labor & Personnel Relations Letter.)

INFE report lists results of survey on employee benefits

Employee benefits costs at U.S. newspapers run as high as 43 percent of payroll, according to a new survey by the International Newspaper Financial Executives.

The survey questionnaire was mailed to 653 INFE members at both daily and weekly newspapers, and 271 (42 percent) responded.

Pension plans are in place at 84 percent of the newspapers, but only 1 percent have a child-care benefit. There is a physical-fitness program at 13 percent of the newspapers, and 35 percent have an employee-assistance program dealing with individuals' personal problems.

Other survey findings show:

- 31 percent have a 401(k) salary-reduction plan
- 73 percent provide dental coverage in their health-care plans
- 36 percent provide optical coverage
- 65 percent provide alcohol/drug abuse coverage.

At some newspapers, the costs of health-care plans are shared by the company and employees. The cost of dental coverage, for example, is shared at 40 percent of the newspapers.

In another area, 54 percent of the papers said they provide free newspapers to employees and 35 percent give them to retirees.

Details about particular benefit plans, including how they are funded and eligibility requirements, are included in the 12-page report. Copies of the "Survey of Employee Benefits" can be ordered for $60 each from INFE, P.O. Box 17573, Dulles Airport, Washington, D.C. 20041. □

Trial under way in racial bias suit

Trial of a lawsuit alleging that the New York Daily News discriminated against black reporters and editors began Feb. 10 in U.S. District Court in Manhattan. The trial is expected to last five to six weeks, according to a spokesman for the newspaper.

The four plaintiffs, who still work at the News, have charged that they were given lower salaries, poorer assignments and fewer promotions than comparably qualified white journalists [**presstime**, Oct. 1982, p. 53].

The case reportedly is the first racial discrimination suit against a newspaper to go to trial. □

Daily upheld in age bias case

The U.S. Supreme Court has declined to review a ruling that upheld the Chicago Tribune in an age discrimination case initiated by a former employee.

In 1982, the employee, Charles Dale, was dismissed because of his failure to function efficiently as purchasing manager. He was given the option of accepting immediate termination with severance pay, or taking early retirement. Dale selected the latter.

He subsequently filed suit against the company alleging that his dismissal violated the Age Discrimination in Employment Act and other federal and state laws.

In 1986, the 7th U.S. Circuit Court of Appeals affirmed a lower court's entry of summary judgment in favor of the company. The appellate court said the record "clearly establishes" that the Tribune communicated its expectations to Dale long before he was dismissed, and that those expectations were reasonable. "In this case," the court said, "the record demonstrates that the Tribune terminated Dale because it no longer viewed Dale as qualified to fulfill his obligations as purchasing manager."

Under the ADEA, the court said, Dale had to prove that age was "a determining factor" in his dismissal. "Dale can point to nothing in the record, besides his own perceptions, to support his assertion that his performance was adequate," the court said.

"This court does not sit as a super-personnel department that re-examines an entity's business decisions," the court added. "The question is not whether the Tribune exercised prudent business judgment, but whether Dale has come forward to refute the articulated, legitimate reasons for his discharge."

The court said Dale's assertions of discrimination were not adequate to rebut the company's explanation for the discharge, "namely, poor job performance."

(Dale v. Chicago Tribune Co., U.S. Supreme Ct. No. 86-933) □

GCIU withdraws from second election

Local 327 of the Graphic Communications International Union and another union have withdrawn from a representation election at The Anchorage Times.

In a 1985 election, a unit of all workers except carriers, composing room employees and pressroom personnel voted 118-74 against representation by the GCIU and Local 341 of the Alaska State District Council of Laborers, joint petitioners. But the NLRB ordered a new vote because it found the company had engaged in an unfair labor practice [**presstime**, Sept. 1986, p. 58].

The NLRB regional director subsequently scheduled another election, but the two unions withdrew their objections to the earlier election and filed a "disclaimer of interest" in representing the employees. As a result, the NLRB canceled the second election and certified the results of the first one.

(Anchorage Times Publishing Co., Case No. 19-RC-11172) □

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FROM: presstime MAGAZINE

SUBJECT: Celebration of ANPA's 100th Anniversary Convention

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10 technical seminars set for second half of year

ANPA has scheduled 10 "hands-on" technical seminars for the second half of 1987.

Conducted by the Association's Technical Services Department at The Newspaper Center in Reston, Va., these seminars are limited to 10 participants per session. Registration fee for each is $575.

There will also be 11 non-technical sessions during the six-month period. They were listed in the September 1986 issue of **presstime**, pp. 52-54. Any changes in the schedules for these seminars will be announced in future issues.

The July-through-December schedule for technical seminars is as follows:

Web Offset Newspaper Press Operations — **July 20-24, Aug. 17-21, Sept. 14-18, Oct. 19-23, Nov. 30-Dec. 4**

Pressmen will learn techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Quality Control — **Aug. 3-7, Nov. 16-20**

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Newspaper Color Scanner Operation — **Aug. 24-28, Nov. 2-6**

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction —including the purpose of making additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Management Introduction to Newspaper Technology — **Sept. 28-Oct. 2**

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1217. □

ANPA's Boudreau explains platemaking at recent Newspaper Quality Control Seminar.

New process allows newspapers to improve wire-service separations

Newspaper photo editors have two primary quarrels with color photographs transmitted by wire services.

The first is that separations sent over the wire are monochrome and do not offer any real clues as to how the color actually looks.

The second, and perhaps more important, is that final pictures often contain muddy midtones and dark shadows–the result of midtone and shadow dots running together. John Harrington, ANPA color specialist, said it appears that dots expand during transmission, causing images to lose definition.

For the past six months, however, USA Today photo technicians have used a daylight horizontal process camera they say gives them more control over the color image. The RPS-6100, a product of Agfa-Gevaert Inc., a Belgian firm with U.S. offices in Waldwick, N.J., recombines the wire photo separations on one sheet of Agfa's CopyColor print paper. The paper is part of a system of diffusion transfer color print materials.

That print can then be separated on a scanner. Dots can be sharpened so that the resulting photographs are lighter.

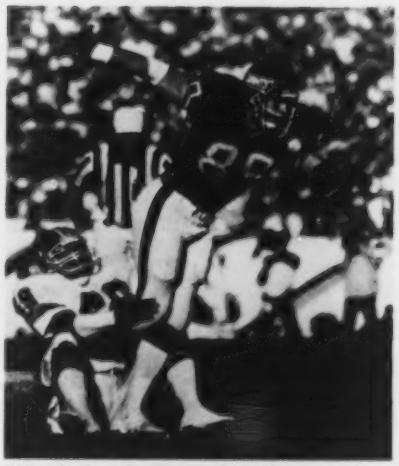
Because the process requires a scanner, Harrington observed that not all newspapers would find it useful. However, he said it could be a boon to many.

"With this camera we are able to hold the detail in color images we receive, and that is a tremendous advantage to us," said Paul T. Whyte, USA Today director/photography. "We've been very pleased with results. For example, we don't have to take the separations to an editor and say, 'Picture the sky blue here and another color there.' They can see the colors for themselves."

Whyte said he also likes the camera because it makes proofs in 10 to 15 minutes.

The system was used for color coverage of the Super Bowl in Pasadena, Calif., in January. The newspaper's photographers sent their pictures by wire back to USA Today headquarters in Virginia. Pictures that would have been too dark to use were rephotographed, enhanced by a scanner and separated, Whyte said.

The Agfa-Gevaert camera has a list price of $19,500, and each print costs about $2.50 to process. Whyte said the camera is used primarily for just a handful of color pictures every week. However, USA Today officials believe the good results justify the expense.



USA Today photos sent from Super Bowl were enhanced to make usable.

The camera has been on the market for about four years. It has been sold mainly to advertising agencies wanting quick color proofs.

Whyte said the USA Today photo department discovered last year that the Agfa-Gevaert camera was being used in the newspaper's promotion department for in-house work. The photo department quickly determined that such a unit would work just as well with transmitted photos, he said, and USA Today bought another one.

The Agfa-Gevaert camera works as follows. Each separation is photographed through a filter—cyan through a red filter, magenta through a green filter and yellow through a blue filter—and all three exposures are recombined on one piece of CopyColor print paper.

The paper moves through a diffusion transfer device, which is a series of rollers that draw the print through a chemical bath.

The user then has an almost-true color print or proof. This piece is then scanned and new separations made. Correction for color and other factors can be made.

"With this camera we are able to hold the detail in color images we receive."

The 6100 has diffusion-transfer equipment built in, but color diffusion-transfer prints also can be made by adding the CopyColor system to a newspaper's process camera, said Leon Harney, Agfa-Gevaert color specialist. Expenses would include CopyColor positive paper, which is $20 for 50 sheets, and the CopyColor 435 diffusion-transfer system, which has a list price of $1,395.

The camera's application to the newspaper business comes as the number of wire-service color photos being transmitted is steadily increasing.

The Associated Press every week transmits about 75 news, sports and feature color photos over its LaserPhoto network and via satellite on LaserPhoto II.

Brian H. Horton, AP Photo enterprise editor, points out that five years ago all of the color wire photos transmitted in one year could be filed away in half a drawer in a filing cabinet. Now, one drawer is filled every two or three months.

Even though Horton said he wasn't convinced the Agfa-Gevaert camera was necessary, he discusses the technology as well as other color diffusion methods in clinics he conducts around the country for newspapers. "We believe it's important for people to have as much information as possible," he said.

United Press International sends about three color photos a day over its network to all subscribers and others on demand.

Of course, not all color photos being transmitted by the wires need adjusting, noted Donald P. Hathaway, camera/platemaking superintendent for the Richmond (Va.) Times-Dispatch and The Richmond News Leader. Nevertheless, many of the wire separations he receives don't meet the newspapers' standards. "We have to kill a lot of them after the editors see the color proofs," he said.

The newspaper has been testing CopyColor, and Hathaway said he has been impressed with the results.

But even as the new color-enhancing system is introduced for the newspaper business, developments regarding electronic photography continue apace. (See story, p. 78.) And someday, experts say, electronic photography will render even the newest of today's color-separation processes obsolete. □

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Baltimore Sun keeps track of page flow with 'flick of a finger and glance' at VDT

The Baltimore Sun has developed a computerized page-flow tracking system that has laid to rest such things as chalk boards, check-off charts and notes scribbled in page margins.

The system shows—in color on a single screen—the up-to-the-minute status of every page of an edition. It warns of pages lagging and provides detailed performance reports.

"We can now, at the flick of a finger and a glance at a terminal screen, tell where each and every page is in the production system," said James P. Day, executive news editor of The Evening Sun.

The page tracker was developed over the course of more than a year by an in-house team of programmers and analysts. It cost several hundred thousand dollars, said Thomas M. Germroth, Sun production support supervisor who led the effort.

The system works as follows:

First, the production manager enters each department's hour and minute deadlines for each edition. These deadlines are used for minute-by-minute monitoring of each page.

Next, a day or so before an edition goes to press, the production manager enters particular data for the edition. These data include the number and name of each section, the number of pages per section, the pages that have spot or multicolor, the name of and color requirements for each ad, pages that are double-truck, presses to be run, etc.

Then actual tracking begins. Each department must enter into the system the fact that a page has first been received and then later sent from that area. Employees enter such data using terminals strategically placed in the ad makeup area, newsroom, composing room, engraving room and plate room. Terminals also are located in the mailroom and the pressroom, where workers can enter after-the-fact performance data.

A key feature of the system is the status screen located at every terminal. It displays the status of every page of an edition by listing each section in a row across the top of the screen and listing each page for each section as vertical columns down the screen.

Also displayed are:

- Changes in color of each page number as the page moves from one department to the next
- An "S" or "C" next to the page number to indicate spot or multicolor
- Number of pages still to close in composing
- The current time
- Status of any "chasers"—corrections to be made on a page
- List of double-truck pages
- Presses to be used
- The pages in any department, if desired
- Pages for which negatives have been damaged and need to be reshot.

Another key feature is the early-warning system of pages late or lagging. If a page has not moved out of a department by a pre-established deadline, the page number will flash on the status screen until the page is located, completed and logged out of the department.

A second warning signal was designed for pages between departments. If a page has been sent from one location, but not entered as received by the next production station within 15 minutes, the page number will flash until receipt is acknowledged.

A third type of alert is actually in the form of a message. The production manager may post a memo for viewing by all or selected departments. The words flash across the bottom of recipients' screens in red.

In case there is a system failure, printouts of the status data are made every 15 minutes. This has proven sufficient to recover and proceed manually if necessary.

The last operational feature is a method of providing after-the-fact, hard-copy management reports. These give full information about the makeup of the edition, the various production times, and pressroom and mailroom data.

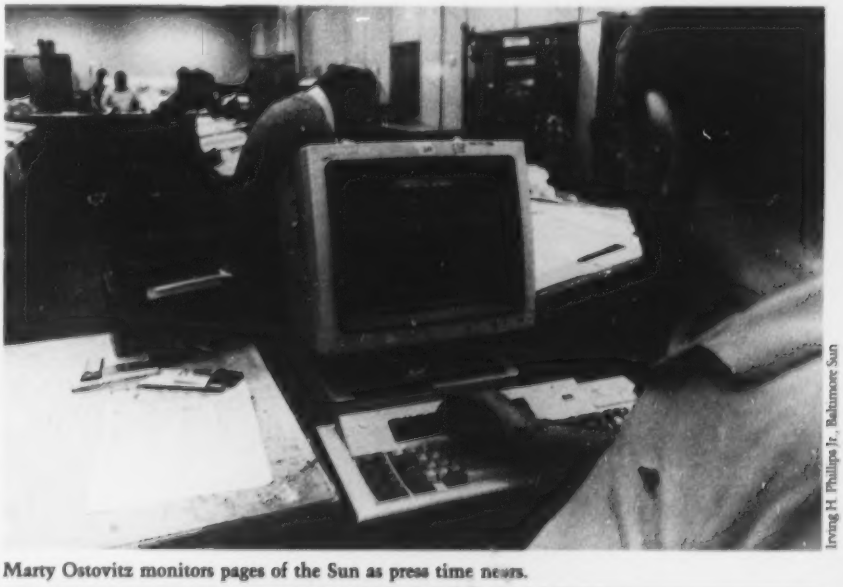
The system runs on an IBM mainframe computer with IBM's commonly used IMS database and IBM 3179 color terminals. It also can use appropriately equipped IBM-PCs.

Frank Edwards, manager of mechnical production, said all departments working with the page-flow system have learned to depend on it. "I've talked to some of our editors who originally thought it was just a new toy, but who now have changed their way of thinking after learning what this system can do for them."

He said the system "has really helped all of our departments stay on top of the operation, and has helped stop some of those costly, time-killing mistakes at closing time."

Executive News Editor Day added, "Now, if they can just teach it to make coffee and scratch my back. . . ." □

Editor's note: This story was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Dawn D. Murphy, Technical Services Department, The Newspaper Center, Reston, Va.



Irving H. Phillips Jr., Baltimore Sun

Marty Ostovitz monitors pages of the Sun as press time nears.

What good is high technology when 1 out of 5 workers can't read?

Everyday, American business invests in highly technical equipment designed for the demands of the 21st century. Yet millions of its workers are barely equipped to function in the 20th century...simply because they're illiterate.

Twenty-seven million American adults cannot read or write. That's one adult in five, and probably, a shocking number of *your* employees.

What does illiteracy cost you? Get out your calculator. Illiteracy accounts for over 50% of our unemployment. It robs us of billions in lost productivity, swells our welfare costs, and diminishes our tax revenues. Illiteracy diminishes your community, too. It saps it of its most basic resource... the potential of its own people.

What can your company do? It can join in local efforts to fight illiteracy. It can make itself a resource in your community, volunteering dollars and company facilities for better adult education and tutoring programs.

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P.O. Box 81826, Lincoln, NE 68501-1826.

West Virginia Tech pursues newspaper program

West Virginia Institute of Technology is working with an informal committee of newspaper production executives to establish the school's first newspaper production management program.

Officials said it tentatively will begin by the fall semester of 1988. Courses will include offset and flexographic printing and color technology.

The school's printing building will undergo a $500,000 renovation beginning this summer to accommodate a web offset press. The school is seeking a donation of that press and other production equipment from manufacturers and newspapers.

Like many other schools, West Virginia Tech has found that most graduates pursue careers in commercial printing. Jack W. Nuckols, chairman of printing technology/management, said about 15 percent of graduates have gone on to newspaper work.

"We want students to follow their own career paths, but we believe that increased exposure to newspapers and newspaper production work will encourage students to consider newspapers as a career," said Nuckols, who has taught at the school since 1965.

Finding skilled, qualified production workers is a problem for newspapers large and small [**pressstime**, Nov. 1986, p. 8]. Newspapers need production workers with a strong technical background and equally solid business and management skills at a time when graphic arts enrollments are dwindling.

"We need trained people because in most cases, our larger newspapers don't have the time to train them. We need people who can step out of school and do the job right away," said Tech alumnus Homer E. Taylor Jr., vice president/manufacturing and supply for Scripps Howard, which is donating 26 Mycro-Tek terminals to the school.

Taylor is a member of the newspaper-executive committee with which the school is consulting. The group is made up of more than a dozen people trying to get donations and help establish curriculum.

West Virginia Tech was founded in 1895. It currently has about 2,800 students, about 150 of whom are in the printing program. The campus is located in Montgomery, 20 miles south of Charleston. □

Correction

A story about flexographic press purchases in the February issue (p. 56) failed to list all of the components of the two Goss Flexoliner presses being purchased by The Blade of Toledo. Each press will have two four-color units for color printing. **Pressstime** regrets the error. □

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TECHNOLOGY NOTES

• The New York Daily News has signed a letter of intent to purchase **18 four-color Flexoliner units** from the Graphic Systems Division of Rockwell International (Goss).

The units, to be positioned on letterpress presses in three different Daily News printing plants, will permit the newspaper for the first time to print color for both editorial and advertising purposes.

Officials of the Daily News said this will enable the newspaper to compete better in the increasingly competitive New York market [**pressstime**, Nov. 1986, p. 38].

• Rockwell International and Scripps Howard have formed a partnership, Hall Processing Systems, to manufacture and market **newspaper mailroom components and systems**.

Goss Processing Systems of Rockwell's Graphic Systems Division and Scripps Howard's Hall Systems Inc. currently manufacture mailroom equipment. They will sell not only their own products but also new ones from the joint venture.

• M.A.N.-Roland said it has **sold Uniman offset presses** to several daily and weekly newspapers in the People's Republic of China.

The dailies range in circulation from 200,000 to 900,000.

• Trading of common and preferred **stock of AM International Inc.** began Feb. 23 on the New York Stock Exchange. The stock will continue to be traded on the American, Pacific and Midwest stock exchanges. AM manufactures graphic arts supplies used by newspapers.

TECHNOLOGY CALENDAR

• **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel, Beverly Hills, Calif.

• The annual meeting of the **Collier Jackson Users Group** will be March 13-17 at the Lincoln Hotel in Tampa.

• **America★East,** an annual newspaper operations conference, will be March 25-27 at the Hershey (Pa.) Lodge and Convention Center.

• **Composition '87 and Type-X '87**, the National Composition Association's convention and trade show, will be April 9-11 at the Marriott Marquis in New York.

• **Paper and Ink Problems in the Pressroom**, a Graphic Arts Technical Foundation seminar, will be May 2 at the International Hotel, Baltimore/Washington International Airport, and May 5 at the Holiday Inn, Milford, Conn.

• The 35th annual **Web Offset Meeting**, sponsored by Printing Industries of America, will be May 18-20 at the Royal York Hotel, Toronto.

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- ☐ **275 MODULAR Inserting Machine** - 38,000 per hour. Microprocessor controlled. Modular design. On-line or off-line operation. Single or dual delivery.
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- ☐ **310-14** - 14,000 per hour. Compensating Counter Stacker for efficient delivery of stitched TV programs.
- ☐ **310-20** - 20,000 per hour. Compensating Counter Stacker for inserting machines and total market coverage applications, or for off-line mailing and automatic zip sorting. Programmable.
- ☐ **CS-25** - 25,000 per hour. Compensating Counter Stacker for small newspaper or commercial presses. Programmable.
- ☐ **285** - 40,000 per hour. Counter stacker for preprints, inserts, supplements, and commercial work.
- ☐ **CS-70** - 70,000 per hour. Compensating Stacker for Sunday magazines, comics and newspaper inserts. Heavy-duty, for 3-shift operation.
- ☐ **CN-70** - 70,000 per hour. Compensating Newspaper Stacker. Also handles commercial work. Squeeze rollers, shingle aligner and bin joggers standard.

MISCELLANEOUS

- ☐ **ZIPMASTER** - Automatic Zip Sorting System for newspapers and total market coverage applications. Operates in line with inserting machine, TV program stitcher, or automatic feeder. Includes optical mark reader, microprocessor and stacker.
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- ☐ **ITM Folder** - Off-line, high-speed quarter folder for supplements, catalogs and direct mail.
- ☐ **Rotary Trimmer** - Trims products in line at press speed. Ideal for Sunday magazines, press finished TV programs, catalogs, and commercial work.
- ☐ **JETROUTER** - Ink Jet Addressing System with stacker for zip code sorting. For high-volume total market coverage mail programs or general addressing, in-line with the press or off-line.

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1986 exceeds '85 as record year for newsprint use

Newsprint consumption by all U.S. users and by U.S. daily newspapers was at record levels in 1986, according to preliminary figures compiled by the ANPA Newsprint and Transportation Department.

All users consumed 11,949,081 metric tons, an increase of 3.1 percent from the previous record of 11,587,092 set a year earlier.

Consumption by U.S. dailies was up 2.5 percent from 1985's record total–8,945,230 metric tons versus 8,724,521.

December was part of the overall upward trend for 1986, as U.S. users increased their consumption by 0.8 percent from December 1985, and U.S. dailies consumed 2.4-percent more.

Canadian production for 1986 totaled 8,274,781 metric tons, an increase of 3.2 percent over 1985. Shipments from Canadian mills totaled 9,302,162, up 3.4 percent from 1985.

Production by U.S. mills in 1986 was 1,196,657 metric tons, an increase of 9.5 percent from 1985. Shipments from U.S. mills totaled 5,115,038 tons, up 3.8 percent.

Canada's operating rate for 1986 was 94 percent; in the United States, it was 94.4 percent.

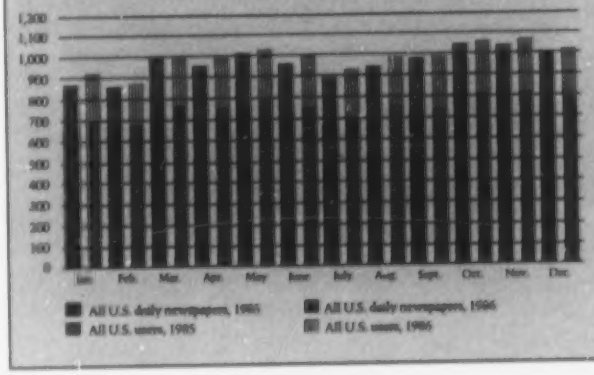
Estimated consumption of all U.S. daily newspapers[1]

Region	November 1986(r)	November 1985	% Change
Northeast	211,719	198,543	+ 6.6
North Central	169,514	163,747	+ 3.5
South	258,511	249,110	+ 3.8
West	174,846	173,138	+ 1.0
Circulation Size			
up to 25,000	54,397	58,225	-6.6
25,001-100,000	164,889	156,363	+ 5.5
Over 100,000	595,304	569,950	+ 4.4
November totals	814,590	784,538	+ 3.8
Eleven-month totals	8,157,875	7,955,338	+ 2.5
Region	**December 1986(p)**	**December 1985**	**% Change**
Northeast	193,281	187,574	+ 3.0
North Central	164,707	161,174	+ 2.2
South	254,656	246,169	+ 3.4
West	174,711	174,266	+ 0.3
Circulation Size			
up to 25,000	53,330	57,722	-7.6
25,001-100,000	165,126	157,297	+ 5.0
Over 100,000	568,899	554,164	+ 2.7
December totals	787,355	769,183	+ 2.4
Twelve-month totals	8,945,230	8,724,521	+ 2.5

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
October 1986	887,474	34	6
October 1985	935,382	38	5
November 1986	803,048	32(r)	6
November 1985	888,680	38	6
December 1986	833,840	37(p)	8
December 1985	909,990	41	8
Canadian mills			
December 1986	263,016	—	—
December 1985	190,400	—	—
U.S. mills			
December 1986	49,074	—	—
December 1985	56,495	—	—

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. users

	1986	1985	% Change
October totals	1,088,183(r)	1,051,253	+ 3.5
November totals	1,077,216(r)	1,041,352	+ 3.4
December totals	1,023,236(p)	1,014,669	+ 0.8
Twelve-month totals	11,949,081(p)	11,587,092	+ 3.1

Production

	Canada	U.S.A.	North America
December 1986	768,947	427,710	1,196,657
December 1985	695,678	397,563	1,093,241
Increase	+ 73,269	+ 30,147	+ 103,416
	+ 10.5%	+ 7.6%	+ 9.5%
Twelve months 1986	9,274,781	5,107,617	14,382,398
Twelve months 1985	8,988,113	4,924,138	13,912,251
Increase	+ 286,668	+ 183,479	+ 407,147
	+ 3.2%	+ 3.7%	+ 3.4%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
December 1986	593,502	107,051	114,162	814,715
December 1985	561,925	86,961	127,654	776,540
Twelve months 1986	6,734,672	1,121,523	1,445,967	9,302,162
Twelve months 1985	6,672,488	1,033,533	1,289,653	8,995,674
Increase	+ 62,184	+ 87,990	+ 156,314	+ 306,488
	+ 0.9%	+ 8.5%	+ 12.1%	+ 3.4%
From U.S. mills				
December 1986	410,557		28,893	439,450
December 1985	380,143		25,969	406,112
Twelve months 1986	4,777,477		337,561	5,115,038
Twelve months 1985	4,648,096		278,720	4,926,816
Increase	+ 129,381		+ 58,841	+ 188,222
	+ 2.8%		+ 21.1%	+ 3.8%
From North American mills				
December 1986	1,004,059	107,051	143,055	1,254,165
December 1985	943,068	86,961	153,623	1,182,652
Twelve months 1986	11,512,149	1,121,523	1,783,528	14,417,200
Twelve months 1985	11,320,584	1,033,533	1,568,373	13,922,490
Increase	+ 191,565	+ 87,990	+ 215,155	+ 494,710
	+ 1.7%	+ 8.5%	+ 13.7%	+ 3.6%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.
[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Texas paperworkers ratify contract

A three-year contract has been ratified between the United Paperworkers International Union and Champion International Corp. at the company's newsprint mill in Sheldon, Texas.

Workers will receive a $1,000 lump-sum increase in the first year, a 42-cents-an hour increase in the second and a 2.5-percent raise in the third.

Negotiations continue between the UPIU and Augusta (Ga.) Newsprint Co. [**pressstime**, Feb. 1987, p. 53].

In Canada, the Canadian Paperworkers Union set its wage demands for this year's contract negotiations. It will seek a $1-an-hour increase (6.8 percent) for the first year and a minimum of $1.25 an hour (8 percent) for the second year. The majority of labor contracts at eastern Canada's newsprint mills will expire this year. □

Correction

A cutline in the January issue (p. 26) incorrectly described Madison Paper Industries of Madison, Maine, as a newsprint producer. The company produces higher-grade "supercalendered" paper used by some newspaper Sunday magazines and other publications. **Pressstime** regrets the error. □

Canadian price hike

Five eastern Canada newsprint producers announced increases in the price of newsprint for Canadian customers from $635 to $685 (Canadian) per metric ton, effective April 1.

The 7.9-percent increase originated at Abitibi-Price Inc. and Reed Inc. and was followed by Consolidated-Bathurst Inc., F.F. Soucy Inc. and Kruger Inc.

British Columbia newsprint producers raised prices to Canadian customers on Jan. 1 from $585 to $620 (Canadian) a metric ton [**pressstime**, Nov. 1986, p. 70]. □

NEWSPRINT NOTES

• Stone Container Corp. of Chicago **agreed to acquire Southwest Forest Industries Inc.** of Phoenix for $763 million.

Stone Container is one of the nation's largest producers of corrugated container and paperboard products. Southwest Forest has a newsprint and linerboard mill in Snowflake, Ariz., and a linerboard and pulp mill in Panama City, Fla. The company also owns 19 corrugated container plants.

The merger is subject to certain conditions, including approval by Southwest's shareholders.

• New Zealand-based Fletcher Challenge Ltd. agreed in February to **buy 47 percent of British Columbia Forest Products Ltd.** for $505 million (Canadian). FC said it would not attempt to purchase more than 49 percent. The purchase must be approved by Investment Canada, a government agency that scrutinizes the sale of Canadian companies to foreign firms.

British Columbia Forest Products and another FC company, Crown Forest Industries, each has a newsprint mill in B.C.

Financial report of paper companies, 1986 vs. 1985

Net income (in thousands of dollars)

	1986	1985	% Change
Boise Cascade Corp.	$101,540	$104,290(a)	-2.6
Bowater Inc.	49,444	67,520	-26.8
British Columbia Forest Products Ltd.	40,200	30,100	+33.6
Consolidated-Bathurst Inc.	49,400(b)	77,600(b)	-36.3
Domtar Inc.	145,000(a)(b)	110,400(a)	+31.3
Donohue Inc.	24,500	20,700	+18.4
Great Lakes Forest Products Ltd.	30,000	3,600	+733.3
Great Northern Nekoosa Corp.	85,300	46,200	+84.6
Kimberly-Clark Corp.	269,400	267,100	+0.9
Southwest Forest Industries	(1,700)(a)	(9,823)(a)	—
Weyerhaeuser Co.	267,685	200,116	+33.8

(a) including extraordinary gain, (b) including extraordinary loss; ( ) = loss

Rail mergers, sales continue

Illinois Central Gulf Railroad sold a 631-mile line from Joliet, Ill., to Kansas City to Venango River Corp. for $81 million. Venango will operate the line as the Chicago, Missouri and Western Railway Co. Interstate Commerce Commission officials said the sale is the last of a series of spinoffs planned by Illinois Central.

In other railroad developments:

• The public sale of Conrail's stock is expected to begin sometime this spring or summer [**pressstime**, Dec. 1986, p. 68]. Also, Conrail reported that revenue and net income dropped last year compared with 1985. In 1986, Conrail posted net income of $431 million from revenue of $3.144 billion. In 1985, Conrail had a net income of $442 million and revenue of $3.208 billion.

• The ICC approved CSX Corp.'s $803-million acquisition of Sea-Land Corp., the first merger between a railroad and an ocean carrier.

• Kansas City Southern Railroad asked the ICC to deny requests that it take another look at the proposed merger of the Santa Fe and Southern Pacific railroads and to permit KCS to make an offer for Southern Pacific [**pressstime**, Nov. 1986, p. 72].

• Directors of the Chesapeake & Ohio Railway Co. and Baltimore & Ohio Railroad Co. approved a plan in which the C&O will absorb the B&O. Both lines are owned by CSX Corp.

• The Soo Line Corp. said it will sell more than 2,000 miles of its railroad in Wisconsin and Northern Michigan because it was unable to obtain labor concessions. □

Greyhound sells bus operations

Greyhound Corp. has agreed to sell its 73-year-old bus operations to a group of Dallas bus-company executives for more than $350 million.

Greyhound also has closed or sold dozens of terminals, reorganized into several regional companies and scrapped some less-profitable routes.

Meanwhile, the Amalgamated Council of Greyhound Local Unions tentatively agreed to extend its labor contract with Greyhound through March 18 unless agreement is reached on a new contract before then. The tentative contract must be ratified [**pressstime**, Jan. 1987, p. 68].

Newspapers that ship bundles by bus to outlying areas are watching the developments closely. □

Minorities task force enters action stage

When the industry-wide Task Force on Minorities in the Newspaper Business met in February for the third time, members learned that their ideas are turning into reality, their plans into specific programs.

Washington Post columnist Dorothy Gilliam, speaking at a dinner opening the meeting in Reston, Va., said she believes the task force is "moving from the talking stage to the acting stage. The task force has . . . the challenge of really moving this industry much further along."

Founded in 1985, the group produced more "tangible" results over the past 12 months than in its first year, said Terri Dickerson-Jones, task force staff director and minority projects coordinator of ANPA Foundation.

Participation in the umbrella group has increased over the past year from 29 to 39 national and regional newspaper organizations that are committed to increase minority employment in all newspaper departments [**presstime**, March 1986, p. 66].

Representatives said minority employment and promotion at newspapers is far from the goal of fair representation. But the task force is emphasizing success stories as a way to motivate managers to improve their efforts.

Following the task force meeting, the ANPA Foundation Advisory Group on Minority Projects gathered for the first time, with Jay R. Smith, publisher of the Atlanta Journal and Constitution, as chairman. The group will recommend to the Foundation Trustees that they increase funding of task force job fairs and urge increased involvement by publishers in planning of job fairs, particularly concerning business-side opportunities.

It also recommended that there be a general session on minorities at an early ANPA Convention and that ANPA conduct a survey of minority employment at all ANPA-member newspapers, particularly in the business-side departments.

Among projects discussed in the task force session were a newly published nationwide speakers' directory, a video project to present role models in newspaper careers to minority youth, new mentoring programs and a proliferation of job fairs.

"It's a whole change in attitude," Dickerson-Jones said.

"It was really exciting in that respect," said task force Chairman Loren Ghiglione, publisher of The News in Southbridge, Mass. "There's more active participation by all the task force members. It's a better mix of minorities as well as non-minorities."

Publishers and other top newspaper executives who participate in seminars at the American Press Institute don't have to be sold on hiring and developing minority employees, said API director and task force participant Frank Quine. "We have gotten a very positive response" to API sessions on minority hiring, he said. "They wanted less 'why' they should do it, but more information on 'how to.'"

To that end, several resources have been developed over the past year by organizations in the task force.

One, a booklet published by ANPA Foundation on employing minorities, recently received an honorable mention in the annual publication contest conducted by Association Trends newsletter. "Recruiting and Retraining Newspaper Minority Employees: How To Do It" was cited in the category for books and manuals.

The booklet includes an eight-page form through which newspapers can document their own minority employment plan and send it to the Foundation for a confidential assessment and advice.

Another task force member, the Institute for Journalism Education, will sponsor a conference in Washington, D.C., March 9-11 on "Racial Diversity and the Media: A Blueprint for Action." The conference will assess efforts over the past 10 years to increase minority representation at all levels of the media and will serve as a foundation for future action, said Charles A. Martin, IJE president and chief executive officer. He said IJE plans to present findings from the conference during ANPA's 100th Anniversary Convention May 3-6 in New York City.

At the task force meeting, members repeatedly urged sensitivity programs and incentives for mid-level managers—the people who most directly influence employment decisions. But Mervin Aubespin, associate editor for development at The Courier-Journal in Louisville, warned against using performance evaluations of managers to implement minority hiring goals.

"I think, realistically, there is no utopia in the industry. . . . I think we should be extremely careful when we start a reviewing process that is going to suggest who the good guys and the bad guys are," Aubespin said, adding that managers may become discouraged or resentful of such a process. "I suggest we use a positive approach of showing how some companies have been able to do a better job than others."

"I'd like to suggest a way not to go," said Lee Stinnett, executive director of the Amer-

Task Force participants are (from left) Aubespin, Dickerson-Jones, Ghiglione, Bob Thrasher of The Plain Dealer in Cleveland, Margaret Clark-Price of the Native American Press Association, and Leila Austin of the Dayton (Ohio) Daily News.

ican Society of Newspaper Editors. "We considered creating a prize for the newspaper that has done the best. Nobody's doing quite good enough to start winning prizes, so we try to highlight success stories in our publications."

A workshop aimed at developing good working relationships between white and minority managers and employees also is in the planning stages, said Dickerson-Jones. ANPA Foundation will offer the workshop as an advisory service to newspapers.

Other reports by task force committees covered:

• **Job fairs.** The Washington Post will host its first minority job conference March 19-21, cosponsored by the task force and ANPA Foundation. It will be the first such conference to focus entirely on business-side careers, with the theme of "Jump In!"–an acronym for Joining Us Means Progress In Newspapering. Planners hope to draw 300 students and 50 to 60 newspapers.

It will be the last of five job fairs the task force has sponsored over the past year. ASNE reported that it has sponsored 15 job fairs, three of which were cosponsored with the task force. Preceding all the fairs were conferences designed to teach editors techniques of recruiting and retaining minority staff members.

• **Secondary school education.** The task force is contacting news organizations to provide mentors of any race to the most promising high school students "to continue to fan the fire of interest in journalism," said George J. Lockwood, managing editor/features of The Milwaukee Journal and president of the Inland Daily Press Association.

Project Target is conducting a pilot "mentor program" in which 20 talented minority teenagers were selected from Urban Journalism Workshop programs in four states to write news stories under the supervision of professional journalists. The articles are being carried during the 1986-87 school year by Youth News Service, a Washington, D.C.-based cooperative service that provides student-written stories about youth issues to 300 high school newspapers and several community papers.

The program, running from October 1986 through April 1987, is coordinated by the YNS publisher, Youth Communication, and supported by the task force and the Dow Jones Newspaper Fund.

ASNE also has awarded $500 scholarships to 22 minority students entering college in the 1987-88 school year. It plans to double the number of scholarships next year. ASNE also offered to share its information on establishing such scholarships with any newspaper that wishes to develop minority scholarships in any newspaper field.

–Mary A. Anderson

Charlayne Hunter-Gault of PBS' MacNeil/Lehrer NewsHour and formerly of The New York Times discusses the oil portrait of her (background) with artist Bryan McFarlane. It was one of 12 McFarlane paintings of black journalists commissioned by Miller Brewing Co. and unveiled Feb. 17 at the National Press Club in Washington, D.C. The exhibition was cosponsored by the National Association of Black Journalists.

Foundation announces recipients of 12 minority fellowships

Twelve newspaper employees have been awarded ANPA Foundation minority fellowships for the first half of this year.

The fellowships, awarded semiannually, cover travel, registration and lodging expenses for attendance at training seminars sponsored by ANPA and other newspaper organizations. The Foundation has awarded 118 fellowships since the program began in 1981 to expand management opportunities for minorities.

Winners of the current fellowships, and the training sessions they were selected for, are:

• Julio Naudin, promotion and marketing manager, The El Paso Times and The El Paso Herald-Post—Newspaper Executives Marketing Seminar, Houston, sponsored by ANPA and the International Newspaper Promotion Association, Feb. 8-14.

• Lorestine (Lois) Coley, assistant managing editor for administration, Dallas Times Herald; and Fabiola Santiago, assistant editor, The Miami Herald—ANPA Management Development Workshop, Miami, Feb. 16-19.

• James Barnett, director of human resources, Pensacola (Fla.) News-Journal—Budgeting and Planning Workshop, Los Angeles, sponsored by ANPA and the International Newspaper Financial Executives, Feb. 22-24.

• Dennis T. Tsukamoto, mailroom superintendent, Hawaii Newspaper Agency, Honolulu—ANPA Newspaper Packaging and Distribution Symposium, Chicago, March 24-26.

• O.J. Daniels, controller, The Clarion-Ledger and the Jackson (Miss.) Daily News—ANPA Total Newspaper Conference, St. Petersburg, March 15-18.

• Jeanie Huff, classified advertising supervisor, The Idaho Statesman, Boise—American Press Institute Classified Advertising Managers Seminar, Reston, Va., March 22-28.

• Tenzil H. Dixon, branch manager, Atlanta Newspapers—Managing People in the Circulation Department, Miami, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association, March 30-April 1.

• Francis D. Arrieta-Walden, assistant news editor, The Olympian, Olympia, Wash.—The Poynter Institute Seminar on News and Informational Graphics, St. Petersburg, April 26-May 1.

• Vernon Smith, Jr., assistant city editor, The Detroit News—Leadership in the Newsroom Workshop, Washington, D.C., sponsored by ANPA, the American Society of Newspaper Editors and the Associated Press Managing Editors, May 11-13.

• Everette Carson, manager of human resources, The Tribune, Oakland—ANPA Labor Relations and Technology Seminar, Las Vegas, June 5-6.

• Ronald L. Jackson, regional general manager, USA Today/Western New York—ANPA/INPA Strategic Planning Seminar, Houston, June 14-18. □

Groups now own 73 percent of U.S. dailies; Clay Communications put up for sale

BUSINESS ROUND-UP

Although the number of newspaper groups in the United States declined last year, the number of group-owned newspapers and their total circulation continued to climb.

At the end of 1986, newspaper groups owned 1,217 U.S. dailies, 31 more than the 1,186 of a year earlier. Group circulation was 50.5 million, up more than 700,000 from the 49.8 million at the end of 1985. And those increased numbers were in the hands of fewer players—the number of groups declined from 155 to 146 during the year.

What this means, according to Bruce Thorp, media analyst at the Washington, D.C., brokerage firm Lynch, Jones & Ryan, is that groups now control an estimated 73 percent of all U.S. dailies and 80 percent of U.S. daily circulation. A year earlier, the percentages were 70.8 and 79.3, respectively.

The end-of-1986 percentages are estimated, Thorp explained, because an official count of U.S. daily newspapers was not available at the time Lynch, Jones & Ryan completed its annual report on group ownership.

Based on his current estimate that 1,670 dailies now exist in the United States, 453 of them remain independent of group ownership, 37 fewer than at the end of 1985, Thorp said.

The decrease may have stemmed from closings, sales to groups, or even as few as two dailies joining under common ownership, thus creating a new group, he said.

Although the number of groups shows a net loss of nine since 1985, 16 groups actually have disappeared, Thorp said. But seven of those were replaced by the formation of new groups, all of which were small.

In the past 10 years, Thorp said, the number of groups declined from 169 to 146, group-owned dailies increased from 1,037 to 1,217, and group circulation climbed from 43.4 million to 50.5 million. During the same period, he said, the number of independently owned U.S. dailies dropped from more than 700 to the estimated 453.

Groups vanished in different ways last year. For example:

- Oklahoma Publishing Co. closed its Colorado Springs Sun, leaving it with only one paper.
- State-Record Co. of Columbia, S.C. became part of Knight-Ridder Inc.
- Albritton Newspapers sold four of its five papers in 1986, leaving it with only one.
- Worcester Telegram & Gazette Inc., owner of four papers, was bought by Chronicle Publishing Co. of San Francisco.

Total Sunday circulation of group-owned papers reached 48.6 million by the end of 1986, slightly less than the 50.5 million circulation of group-owned weekday editions. But the Sunday circulation increased 1.9 percent over the previous year, outpacing weekday circulation growth of 1.5 percent.

"Acquisitions are a big part of this," Thorp said. "Some years, maybe (acquisitions) include more Sunday papers, some years less, and some have (Sunday) start-ups" [**pressime**, Nov. 1986, p. 44].

One of the next group-consolidation activities is expected to involve at least one of the dailies in Charleston, W.Va.

Few cities still enjoy the competitive contrast of Charleston, with two locally owned papers in its morning Charleston Gazette and evening Charleston Daily Mail. They are published under a joint operating arrangement.

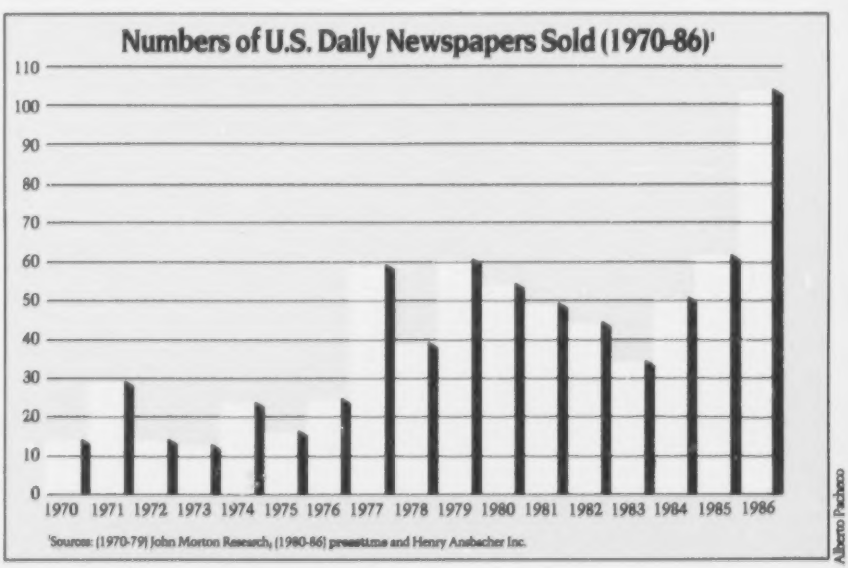
The Gazette has been owned by the Chilton family since 1907 and run in a liberal tradition by Publisher William E. "Ned" Chilton III from 1961 until his death Feb. 7. The Daily Mail, owned by closely held Clay Communications Investors, has been the Gazette's conservative rival since 1914.

Soon, all that will change. Clay has put the Daily Mail and its four other dailies up for sale as a lot, stating a preference for a major media group as buyer.

John F. McGee, managing partner of Clay Communications Investors, said in late February he did not know which prospective buyers have expressed interest, as the matter is being handled by the brokerage firm of Morgan Stanley. "But we expect to have a clear indication in two or three weeks," he said.

Clay is selling, McGee said, because "we are trying to posture this company in the strongest possible position . . . because, as principals, we are getting much older. At least we are preparing ourselves. If anything, I think the Daily Mail will be stronger, not weaker, as the result of what we do. I hope we're going to find ourselves with someone with whom we have a great deal of confidence."

Chilton's death also has made the Gazette a target for takeover. The paper's stockholders, primarily Chilton's relatives, indicated by a vote Feb. 13 that they do not wish to sell. But Gazette editor Donald Marsh told **pressime** he believes that it is only a matter of time before the few stock-



Alberto Pacheco

holders succumb to a good offer from a group.

In other recent newspaper-business activity:

• **Scripps Howard** has sold SCW Inc., its newspaper clip art subsidiary, for an undisclosed price to Metro Associated Services Inc. of New York, a competitor in the advertising graphics field. The New York company plans to change its name to Metro Creative Graphics Inc.

• **Gannett Co.** has sold the exclusive rights to market and distribute USA Today Radio to ABC Radio Networks. About 120 stations carried the USA Today service. The approximately 2,000 affiliates of ABC Radio Networks, a unit of Capital Cities/ABC Inc., will start broadcasting USA Today Radio's audio March 16 and will receive the radio scripts late this summer. Terms of the agreement were not released.

• **Gannett** also has agreed to sell its two Detroit radio stations, WCZY AM and FM, to Sky Broadcasting Corp. for about $15.5 million, pending FCC approval. The transaction is necessitated by Gannett's acquisition last year of The Detroit News. FCC cross-ownership rules prohibit a company from owning a newspaper and broadcast station in the same community.

• **Chronicle Publishing Co.** of San Francisco has sold its public-access videotex service Teleguide to GTEL, a unit of GTE Corp. GTEL provides local telephone service in California. Chronicle Publishing had been operating its Bay Area service since 1984 [**presstime**, Aug. 1985 p. 41]. It had 263 terminals in place. GTEL said it plans to expand the service in the San Francisco area and introduce it in Los Angeles. Sale price was not disclosed.

• Rupert Murdoch's **News Ltd.** of Australia has purchased another of that country's major media companies, The Herald and Weekly Times Ltd. The acquisition includes 17 major daily or Sunday newspapers and more than 50 smaller ones. The purchase reportedly gives News Ltd. control of about half of Australia's newspaper circulation, although officials at Murdoch's U.S. holding company, News America Publishing Co., could not confirm that report. Prior to the acquisition, News Ltd. owned 16 daily or Sunday papers and 14 weeklies.

• A 13-month strike against Murdoch's **News International** company in England came to an end in February when the involved unions voted unconditionally to call it off. "It's all finished," said William A. O'Neill, vice president of The News Corp., the parent company. The dispute began in January 1986 when News International moved its four newspapers from the area around Fleet Street to Wapping [**presstime**, Dec. 1986, p. 18]. □

Newspaper growth of 1.5 to 2 percent seen

A sluggish U.S. economy was responsible for marginal gains in newspaper revenues in 1986, and the industry should continue to grow at an annual rate of 1.5 to 2 percent over the next five years, according to the U.S. Commerce Department.

In 1986, "newspapers maintained their top position among advertising media," the department said in its *Industrial Outlook 1987*. The report observed, however, that newspapers' "share of total advertising expenditures has steadily declined," primarily because of competition from direct mail and television.

"Constant dollar (adjusted for inflation) 1987 receipts of U.S. newspapers should rise by an estimated 2.2 percent" because total U.S. advertising expenditures are forecast to rise slightly in 1987, and advertising volume should increase 2 to 3 percent, it said.

Newspapers showed no appreciable linage growth in 1986, but the report's outlook for the next five years is more favorable.

Regarding circulation, it noted that while Sunday circulation increased between 1 and 2 percent last year, daily circulation grew less than 1 percent. The slow growth is likely to continue, increasing about 1 percent yearly over the next five years. "Circulation growth is not expected to keep pace with the increase in the adult reading population (ages 35-64) or the increase in the number of households," the report said.

"Working against growth in circulation are the slow but continuing consolidation of daily newspapers, a drop in multiple newspaper readership, and growing competition for the discretionary income and time of individuals," according to the report. □

Responses sought

The ANPA Human Resources Department reminds member newspapers to return the questionnaires on personnel and training practices that were mailed in January [**presstime**, Jan. 1987, p. 58].

McCOOK DAILY GAZETTE
McCook Daily Gazette sold
Missouri native has diverse background
Co-owner experienced writer and teacher

The Strunk family
of McCook, Nebraska, has sold

McCOOK DAILY GAZETTE

(Daily Circulation 10,300)

To Gozia-Driver Associates

This represents the first newspaper acquisition by Richard Gozia, previously vice president/finance of Harte-Hanks Communications, and Martha Driver, a former executive of Teachers Insurance and Annuity Association.

We are proud to have served as the broker for the Strunk family interests in this transaction.

Lee Dirks & Associates
313-646-4230

UPI to get digital photo system

United Press International has introduced a digital photo system that the wire service said "will greatly increase the speed and quality" of its news photos and graphics.

The system, called "Pyxys," should be up and running by late spring, said UPI President and Editor Milton R. Benjamin.

In other news regarding the wire service, the company named more top executives, including James R. Hood, UPI's new vice president/broadcast services, who was hired away from the Associated Press. UPI said Hood is the "highest-level executive ever to switch news agencies."

Benjamin, UPI Board Chairman Mario Vazquez-Raña and other company officials unveiled Pyxys at a press conference Feb. 20 in Washington, D.C.

Vázquez-Raña said with the introduction of Pyxys, "existing means of picture transmission become obsolete."

Tom Sudman, president of Digital A. V., a Knoxville, Tenn., firm that developed Pyxys, said digital transmission will eliminate picture degradation inherent in the traditional, analog style of wirephoto service. "If you've experienced what a digital compact disk system did to your home stereo, you're going to see that happen to the quality of photography," he said.

Pyxys is designed to handle all aspects of electronic photography—from shooting with an electronic camera to automatically producing a color or black-and-white print using a special printer.

Eventually, the system will be linked with newspapers' pagination systems, said UPI photo consultant Richard Clarkson, former director of photography of National Geographic and former managing editor for graphics of The Denver Post.

Initially, however, the system will involve "electronic darkroom" functions including scanning conventional photographs into the system for enhancing and cropping as desired, and storing them. Digital images will be sent from the main UPI electronic darkroom in Washington via UPI's satellite system to subscribers who must lease necessary equipment.

Leasing costs have not been set, UPI said. But subscribers will have three equipment-package options. The basic and least-expensive setup will allow users to receive UPI digital photos and print the ones desired on a compact printing machine. The second has been designed especially for the television industry and includes voice interviews. The third, which is the most-advanced, will allow users to enhance, crop and otherwise manipulate photos and graphics.

Benjamin said discussions are under way with "a number of newspapers" that have expressed interest in being among the first to receive wirephotos digitally.

In the personnel arena, Hood, who for eight years headed AP broadcast news and programming operations, took charge of UPI's broadcast product development and marketing. UPI veteran Bill Ferguson, managing editor/broadcasting, will continue to be responsible for broadcast news.

Also, Charles Hollingsworth, former national sales manager of The Washington Post, has been named UPI senior vice president for marketing and sales. Several other executives also have left the Post to take high-level UPI positions [**presstime**, Feb. 1987, p. 63]. □

Fort Lauderdale papers keep in touch

The Fort Lauderdale News and Sun-Sentinel wants to stay in touch with its "snowbird" readers after they migrate to their northern homes in the spring.

The south Florida daily is launching a weekly "Postcard Edition" to promote reader loyalty among seasonal residents and to help local advertisers reach that affluent market.

"As far as we know, no other newspaper in America publishes an edition like this," said Rick Seibert, the newspapers' Palm Beach circulation manager and project manager for the Postcard Edition. The only similar effort to come to the papers' attention is Canada News, published by The Standard of St. Catherines, Ontario, for Canadians who spend the winter in Florida [**presstime**, Jan. 1986, p.31].

Unlike Canada News, which is printed on-site in Florida, the Postcard Edition will be a special edition of the Fort Lauderdale dailies. It will be published from May to October and mailed north.

A prototype has a centerpiece color photo on the front page and a scenic postcard-type picture in the upper left corner. Stories will include some of the most noteworthy of the papers' south Florida coverage and columns, as well as summaries of local news.

The paper has started to promote the edition through in-paper advertising and inserts in south Florida. □

Pentagon again declares national press pool a success

For the fourth consecutive time, a successful test of a national press pool has been conducted by the Pentagon. "Success" in these exercises is measured by the maintenance of secrecy beforehand, and that was accomplished in the Feb. 11-12 training exercise in Honduras, according to Pentagon officials.

The 12-member pool, composed of newspaper and broadcast members, was activated at 4 p.m. Feb. 11 and departed from Andrews Air Force Base near Washington, D.C. Members were flown first to Fort Bragg, N. C., then to Honduras where the 82nd Airborne participated in a parachute exercise.

The press pool approach to military coverage developed after newspapers and broadcast media protested their being barred from the 1983 invasion of Grenada. This was the fifth test of the pool concept and the first outside the United States since April 1985. That one failed the secrecy test as information about it was leaked beforehand. The next three pool tests were domestic, and secrecy was maintained in each [**presstime**, Sept. 1986, p. 45]. □

Recent acquisitions

Gozia-Driver Co. of Boerne, Texas, acquired The McCook (Neb.) Daily Gazette, circulation 10,175.

Stauffer Communications Inc. of Topeka, Kan., acquired The Daily Highlander, Lake Wales, Fla., circulation 5,335.

Ingersoll Publications Co. of Princeton, N.J., acquired The Courier-Tribune, Asheboro, N.C., daily circulation 18,123.

The Mooney family of Rome, Ga., acquired sole ownership of the Rome News-Tribune, daily circulation 25,000.

Phillips Media Inc. of Berryville, Ark., acquired the Le Mars (Iowa) Daily Sentinel, circulation 5,245.

David R. Jackson of Ludington, Mich., and members of his family acquired The Ludington Daily News, circulation 8,218.

Francis and Gene Stipe of McAlester, Okla., and Jim Monroe of Idabel, Okla., acquired The Mena (Ark.) Star, daily circulation 5,219, and the Tahlequah (Okla.) Pictorial Press, daily circulation 7,020.

The Johnstown (Pa.) Tribune Publishing Co. acquired The Columbia (Pa.) News, daily circulation 4,314. □

ANPA/TEC 87

Who: You are invited to attend, with your colleagues in the newspaper and graphics arts industries.

What: ANPA/TEC '87 — ANPA's 59th annual Technical Exposition and Conference.

The Exposition. ANPA/TEC hosts the most extensive display of newspaper and graphic arts systems, equipment and supplies in the world.

The Conference. Thought-provoking general sessions, practical workshops and informative panel discussions are scheduled. Topics of this year's sessions and workshops include voice recognition and artificial intelligence, ad composition and ad tracking, and electronic cameras.

When: June 6-10, 1987

Where: Las Vegas Convention Center

Why: The ANPA Technical Exposition and Conference —ANPA/TEC — is a unique opportunity for you to see and discuss state-of-the-art newspaper publishing and graphic arts technologies and ideas.

American Newspaper Publishers Association
The Newspaper Center
Box 17407 Dulles Airport
Washington, D.C. 20041
(703) 648-1000

Speeches

David B. Ottaway

Aldo Zuccolillo

Bernard Rubin

Peggy D'Ambrogio

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

From the Challenging the Censors Conference, London, Jan. 16-18:

Barriers to Telling the Story: Hands-on Censorship
Juan-Luis Cebrian, editor-in-chief, El Pais, Madrid

Freedom of the Press: Some Industry Factors
Alejandro Junco de la Vega, editor, El Norte, Monterrey, Mexico

Censorship in the Arab World
Remarks presented on behalf of Ghassan Tueni, publisher and editor-in-chief, An-Nahar, Beirut, Lebanon, by Samir Atallah, editor, Al Mostaqbal, Paris

Fighting Censorship in South Africa
Harvey W. Tyson, editor-in-chief, The Star, Johannesburg, South Africa

Trials and Tribulations of Third World Reporting
David B. Ottaway, diplomatic reporter, The Washington Post

Challenging the Censors
John Tusa, managing director/external services, British Broadcasting Corp., London

Selective Jamming: A New Way to Censor Broadcasting
Aldo Zuccolillo, director, ABC Color, Asunción, Paraguay

Beating the Censors: What Has Worked
Bernard Rubin, professor, School of Mass Communications/Public Relations, Boston University

From the International Newspaper Advertising and Marketing Executives 138th sales conference, Miami Beach, Jan. 25-28:

Our Future: Closer Than It Used To Be?
Harold W. Andersen, chairman and chief executive officer, Omaha World-Herald Co.

Setting Your Sales for Profit
President Craig C. Standen and other executives of the Newspaper Advertising Bureau, New York City

From the ANPA Labor and Personnel Relations Conference, Boca Raton, Fla., Jan. 11-13:

Planning for Employee Compensation Under the New Tax Structure
Peggy D'Ambrogio, business manager, Post-Bulletin Co., Rochester, Minn.

Management of Human Resources—An Unplanned Area of Management
George S. Odiorne, Harold D. Holder, professor of management, Eckerd College, St. Petersburg

ANPA Calendar

MARCH

Human Resource Strategies in the Newspaper Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
Adam's Mark Hotel, Houston, March 1-4

ANPA Advanced Management Workshop
St. Anthony Hotel, San Antonio, March 2-4

ANPA Newspaper Packaging and Distribution Symposium II
Hyatt Regency O'Hare, Chicago, March 3-5

ANPA Special Seminar for Publishers on Quality Assurance
The Newspaper Center, Reston, Va., March 3-5

ANPA Executive Committee meeting
National Press Building, Washington, D.C., March 5

ANPA Government Affairs Committee meeting
J. W. Marriott, Washington, D.C., March 5-6

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., March 9-13

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., March 10-11

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 15-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., March 16-20

ANPA Foundation Newspaper in Education Committee meeting
The Westin Hotel Chicago, March 18

ANPA Telecommunications Committee meeting
The Willard International Hotel, Washington, D.C., March 18-19

ANPA Foundation Newspaper in Education Conference
The Westin Hotel Chicago, March 18-20

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 23-27

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Omni International Hotel, Miami, March 30-April 1

APRIL

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., April 6-10

ANPA Quality Control Seminar
The Newspaper Center, Reston, Va., April 13-17

ANPA Strategic Human Resource Planning Workshop
Crystal Gateway Marriott, Washington, D.C., April 23-25

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., April 27-May 1

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., April 27-May 1

MAY

ANPA Pre-Convention Board of Directors and Foundation Trustees meetings
The Waldorf-Astoria, New York City, May 2

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
The Waldorf-Astoria, New York City, May 2

ANPA Human Resources Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA Circulation and Readership Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA

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George W. Wilson, Concord (N.H.) Monitor

Secretary
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Ural H. Martz Jr., Pottsville (Pa.) Republican
Charles M. Meredith III, The Free Press, Quakertown, Pa.
John G. Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa

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Ferré, Warren to be nominated as directors

Two new ANPA directors will be elected at the Association's annual business meeting May 5 during the ANPA Convention in New York City.

The Nominating Committee, chaired by Richard J.V. Johnson, president of the Houston Chronicle, will nominate Antonio Luis Ferré, president and publisher of El Nuevo Dia of San Juan, Puerto Rico; and Richard J. Warren, vice president/editor and publisher of the Bangor (Maine) Daily News, for two-year terms [**presstime**, Jan. 1987, p. 70].

Antonio Luis Ferré

Richard J. Warren

A member of the ANPA Circulation and Readership Committee, Ferré also serves on the Governor's Economic Advisory Council of Puerto Rico and on the boards of American Airlines and Banco de Ponce. He is vice chairman and consultant to the Puerto Rican Cement Co., a company he formerly served as president and chairman. He has been president of the Puerto Rico Manufacturers Association.

Ferré received a bachelor's degree from Amherst College and a master's in business administration from Harvard University. He also has studied at Dartmouth College and Lausanne University in Switzerland.

Warren, a member of the ANPA Government Affairs Committee, is immediate past president of the Maine Daily Newspaper Publishers Association and of the Bangor Action Committee of Fifty, a local economic development organization. He is president of Northeast Publishing Co. of Presque Isle, Maine, a subsidiary of Bangor Publishing Co., which owns six weekly newspapers and a commercial printing operation, and is a director of Rockland (Maine) Courier Gazette Co. He also serves on the Audit Committee of the Associated Press and on the Eastern Regional Advisory Board of the American Press Institute.

Warren is a trustee of the Eastern Maine Medical Center and a director of Merrill Trust Co. of Bangor. He received a bachelor's degree from Trinity College in Hartford, Conn., and attended the Small Company Management Program at the Harvard University Graduate School of Business Administration.

Also at the business meeting, two directors will be nominated for re-election to two-year terms: Donald E. Newhouse, president and general manager of The Star-Ledger in Newark, N.J., and Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va.

The terms of 13 directors do not expire this year. They are: Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York City; Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co.; John J. Curley, president and chief executive officer of Gannett Co., Arlington, Va.; Robert F. Erburu, chairman and chief executive officer of The Times Mirror Co., Los Angeles; Edward W. Estlow, chairman of the Executive Committee of Scripps Howard, Denver; Jacques G. Francoeur, president of UniMedia Inc., Montreal; Sandra C. Hardy, vice president of Calkins Newspapers, Levittown, Pa.; Edwin L. Heminger, editor and publisher of The Courier, Findlay, Ohio; Joe Hladky, president and publisher of The Gazette Co., Cedar Rapids, Iowa; Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican; John G. Montgomery, publisher of Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr., chairman of the executive committee of the A.H. Belo Corp., Dallas.

The customary tenure for directors is four consecutive two-year terms, which may be extended for those who are elected officers. Two directors who have reached the end of their tenure are Johnson of the Houston Chronicle and Charles M. Meredith III, publisher of The Free Press in Quakertown, Pa.

Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Inc., who will step down as ANPA chairman and president at the Convention, will continue on the Board for another year and will serve as chairman of the 1987-88 Nominating Committee.

Making up the final four members of the 22-member Board are four current Board members who will be nominated at the May meeting for election to one-year terms as Association officers. They are: for chairman and president—George W. Wilson, president of the Concord (N.H.) Monitor; for vice chairman—Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times; for secretary—William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle; and for treasurer—Lloyd G. Schermer, chairman and chief executive officer of Lee Enterprises Inc. □

New presstime, ANPA writers named

Mary A. Anderson has joined **presstime** as a staff writer.

Mary A. Anderson

She worked for five years as a daily newspaper reporter in Florida for the Fort Lauderdale News and Sun-Sentinel and The Ledger of Lakeland. She was awarded two Florida Bar Media Awards for articles written in 1983 and 1984.

Anderson earned a bachelor of arts degree in American studies at Stanford University and has a master's in journalism from Northwestern University.

Dawn D. Murphy joined ANPA's Technical Services Department as a publications coordinator and technical writer. Murphy has worked as a technical and graphic artist and as a publication specialist and coordinator for several firms in Northern Virginia and Maryland.

Dawn D. Murphy

She earned a double major in art and anthropology at the University of Colorado and has a master's degree in anthropology from Catholic University, Washington, D.C. She is currently working for a master's in industrial psychology from George Mason University in Fairfax, Va.. □

Dole, Hart and Carter added to Convention speakers' list

Two potential 1988 presidential contenders and a former President will address ANPA's 100th Anniversary Convention May 3-6 in New York City.

Senate Minority Leader Robert J. Dole (R-Kan.) and former Sen. Gary Hart (D-Colo.) are scheduled to appear at the ANPA Lunch Tuesday, May 5.

President Jimmy Carter is scheduled to speak at the ANPA Lunch Wednesday.

Both Dole and Carter have addressed previous Conventions—in 1983 and 1978, respectively.

In another program development, Katherine W. Fanning, editor of The Christian Science Monitor, agreed to serve as moderator of the Tuesday morning general session on "The Next 100 Years." The segment will feature a panel discussion by leading writers and thinkers on what the great issues will be in the future.

And in a change of plans, the Tuesday morning general session and Newspaper Advertising Bureau annual meeting will be at the Convention hotel, The Waldorf-Astoria—not at Radio City Music Hall as previously announced [**presstime**, Jan. 1987, p. 70].

The Convention will begin with ceremonies Sunday at Castle Clinton, a national monument in Battery Park. Prior to the ceremonies, Knight-Ridder Inc. will sponsor an opening reception at the park at 4:30 p.m.

For families of Convention attendees, an optional breakfast at Sardi's and a tour of Lincoln Center has been scheduled on Monday.

Among the other peripheral events, The New York Times Co. will host a party Monday evening from 5:30 to 8:30 at The Metropolitan Museum of Art.

Special attractions will include the new Lila Acheson Wallace Wing, devoted to 20th Century art, and the Courtauld of impressionist and post-impressionist masterpieces.

An art critic for The New York Times and the museum staff will map out three different itineraries to help conventioneers tour the museum.

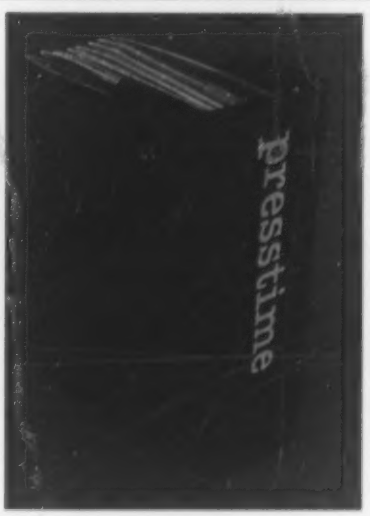
Convention registration and hotel reservation forms, which were mailed in February, must be returned to ANPA by March 30. After that date, hotel reservations will not be handled by ANPA. However, it will still be possible to register for the Convention at The Waldorf-Astoria the weekend before and during the event. □

Robert J. Dole

Gary Hart

Jimmy Carter

Katherine W. Fanning



Blue vinyl holders that store about 18 copies of presstime are available for $10 each. Send a check to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

New members

COLORADO SPRINGS
GAZETTE TELEGRAPH

Colorado Springs (circulation 107,448) E. Roy Smith, publisher.

Gwinnett Daily News

Lawrenceville, Ga. (circulation 27,320). Thomas D. Jones, president.

The Leesville Daily Leader

Leesville, La. (circulation 8,011). E. C. Gensheimer, president.

The Sun News

Myrtle Beach, S.C. (circulation 26,496). J. Michael Pate, publisher.

DAILY SUN/POST

San Clemente, Calif. (circulation 7,600). Stanford Manning, publisher.

THE DAILY BANNER

Cambridge, Md. (circulation 7,541). Jim Pokrandt, publisher.

WIREGRASS TODAY

Dothan, Ala. (circulation 5,000). Wayne Chancey, publisher.

Grenada Sentinel-Star

Grenada, Miss. (circulation 4,942). Joseph Lee III, publisher.

A good reason to turn off the tube more often this year

By congressional joint resolution and presidential proclamation, 1987 has been designated the "Year of the Reader."

The idea of a yearlong tribute to reading was the brainchild of Patricia Holt, book review editor of the San Francisco Chronicle.

Holt first advanced the notion two years ago when she was an advisor for the Library of Congress' Center for the Book.

Newspapers are getting involved in marking the year, according to John Y. Cole, director of the Center for the Book. Holt's paper was instrumental in establishing a Year of the Reader office, and the Chicago Tribune is providing support for a statewide celebration in Illinois, Cole says.

ANPA Foundation, which has its own literacy project, has embraced the observance. Says Assistant Director Linda B. Skover, "We'd hope that every year would be the 'Year of the Reader.'"

Newspaper numbers

7.4—percentage of newspaper newsroom staffers who have taken college meteorology classes to help them prepare weather stories.

10.81—average hourly dollar earnings of newspaper production workers in 1986.

45.86—average age of working members of the International Typographical Union in 1985.

148 million—number of dollars the U.S. Postal Service received in 1986 for delivery of in-county, second-class mail. Just under $54 million came from the congressionally appropriated subsidy known as "revenue forgone."

2.8 million—number of metric tons of newspaper newsprint recycled in the United States in 1986.

IAPA attacks 'lawlessness' close to home

The Inter American Press Association monitors press freedom in the Western Hemisphere and usually is seen championing the causes of beleaguered Latin American newspapers. Recently, however, it found a cause a few hundred miles *north* of its Miami headquarters.

In a protest telegram to South Carolina Gov. Carroll A. Campbell Jr., IAPA President Alejandro Miro Quesada, editor and publisher of El Comercio of Lima, Peru, said the organization was "shocked to learn of the state of lawlessness reported in McCormick County in your state, affecting the press freedom of the McCormick Messenger and its editor Ken Fortenberry."

Fortenberry and his family have been targets of harassment since he published articles about corruption in the local sheriff's office, shortly after purchasing the small weekly in 1985.

Edward Seaton, chairman of IAPA's Executive Committee, said he could not recall the last time IAPA got involved in such a case in the United States.

"We determined that this one looked a lot like cases we deal with involving individual newspapers outside the United States, and so decided, to be even-handed about it, we ought to treat this just like we would any other," said Seaton, publisher and editor in chief of The Manhattan (Kan.) Mercury.

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Peoria's oldest newspaper subscriber wouldn't dream of giving up her daily Journal Star. Now that the paper knows about her, it wouldn't dream of letting her pay for it.

Olive Alleshouse had wanted to reduce the term of her subscription to six months at a time because she was not sure how much longer she will be able to enjoy it. "As I am now past 104 and 1/2 years old, I may not be able to read the paper a year from now," she wrote in a letter to the paper.

The Journal Star ran an article quoting from the letter and from a subsequent interview with its oldest subscriber, and the story was picked up by the Associated Press. Soon, letters were arriving at the newspaper from people all over the country, offering to buy her a subscription.

What the Journal Star and AP stories did not say was that the newspaper had already decided to give her a subscription, says Managing Editor Marjorie Fanning.

Alleshouse considers her daily paper a necessity. "I've got to take the paper. I want to know what's going on in the world and you can't get it all from television," she wrote.

The retired teacher and librarian has been a widow since 1936. In 1956, she entered a retirement home. "Some ladies here share a paper," she told the Peoria daily, "but I want my own."

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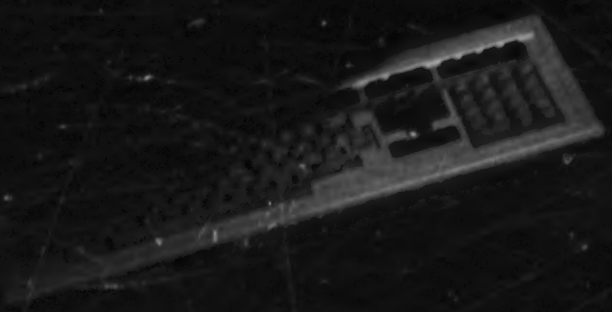

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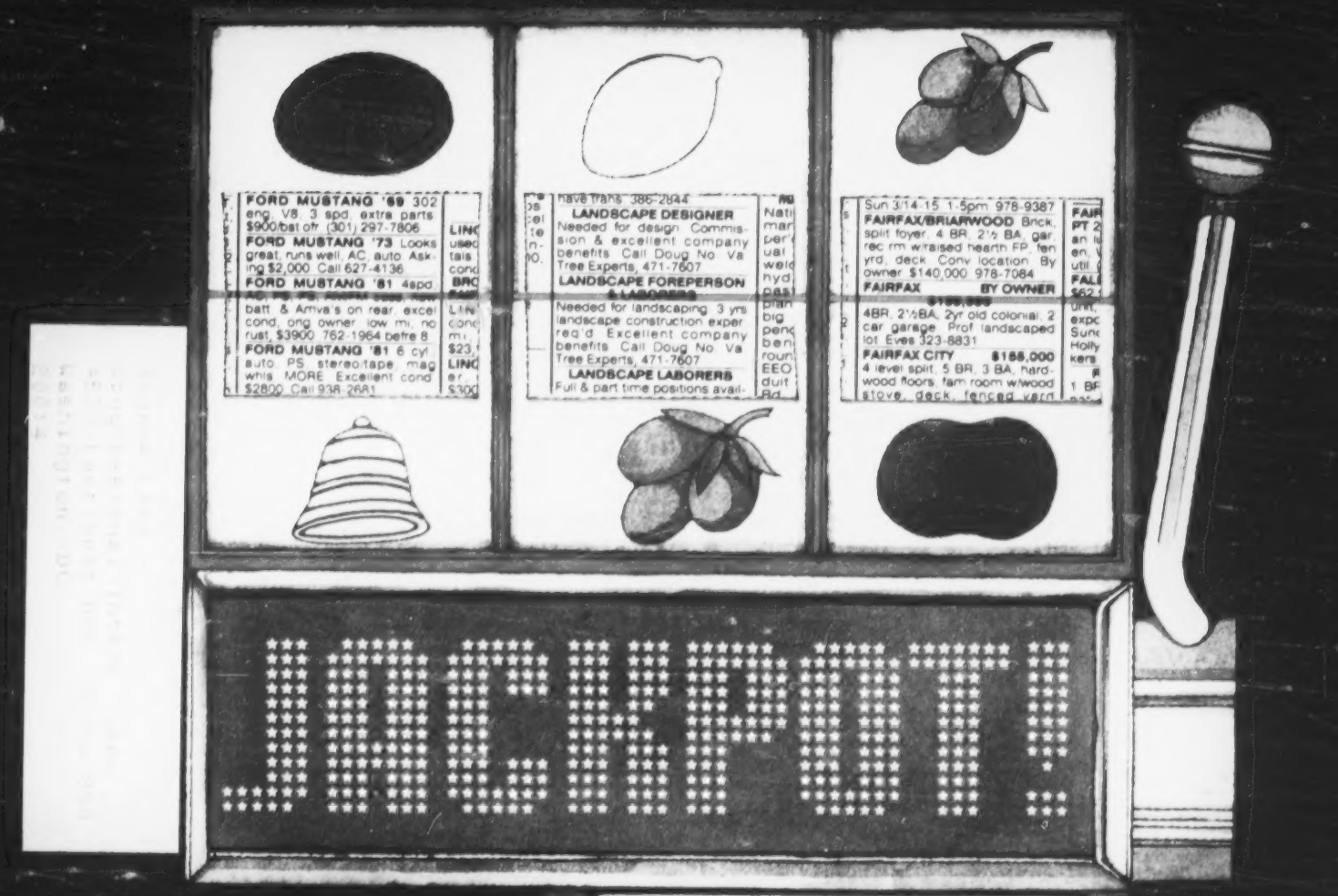
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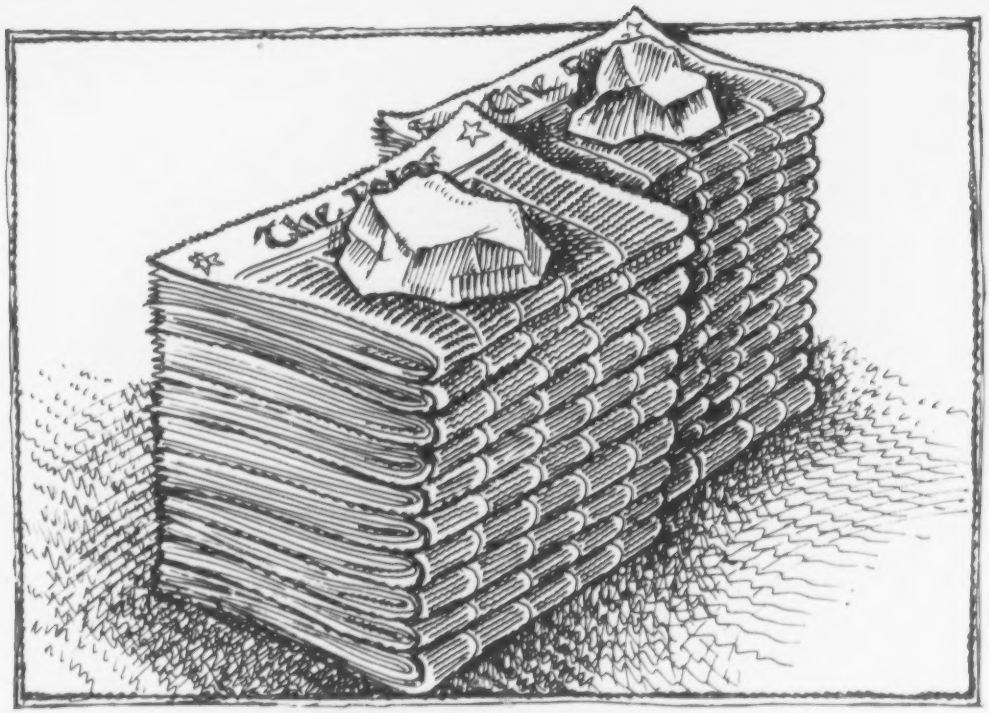

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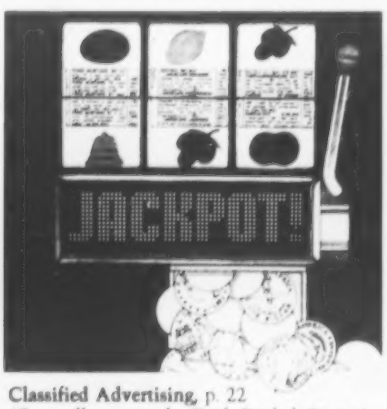

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CHAIRMAN'S CORNER

Visiting international colleagues helps bolster press freedom

One of the opportunities we all have during our ANPA participation is the chance to work with and to know newspapering colleagues from other parts of the world. One of the very best ways we have of learning about ourselves is by studying the situations and techniques and challenges of others.

ANPA affords us the chance to know our international colleagues by including them in our own activities here; by helping us know whom to see when we are, ourselves, overseas; by organizing U.S. delegations to key events such as the May Congress in Helsinki of the International Federation of Newspaper Publishers, or FIEJ; and through occasional special events.

Alvah H. Chapman Jr.

One of those special international events was completed recently by members of the Board of Directors when we traveled (not at ANPA expense, of course) to see our close newspaper friends in Australia and New Zealand. We had formal, seminar sessions and many informal talks with government, business and newspaper leaders in those nations.

And we found the state of newspapering there robust, enlightened, technically advanced and absolutely committed to the press freedoms that underpin our social democracies.

Many of our Australian and New Zealand newspapering friends have been here to attend ANPA training sessions, conventions and ANPA/TEC Expositions. But few of us had been to see their countries and their operations. We were reminded that learning is a two-way street. As much as we read or think we know from a distance, I am convinced we never can adequately understand our friends until we have walked with them in their own homes and businesses. It takes time and resources from both directions to make this possible; I'm convinced it's worth the effort. Because, simply put, only we and our close, free-press colleagues from around the world can assure that various governments, courts and would-be dictators do not subvert the free flow of information that makes our peoples free. If we don't tend this bulwark, none will.

I urge each of you to look "Down Under" the next time you consider an overseas trip for combined business and pleasure. The ANPA staff can help you with specific Australia, New Zealand and South Pacific ideas and suggestions. It's a part of the world we need to know more and more about—and we'll have another chance to study it at our 1988 Convention in Honolulu.

"G'Day Mate!" and "Kiwi Magic" are concepts we North Americans can learn from; they are "among-friends" values we must cherish and nurture!

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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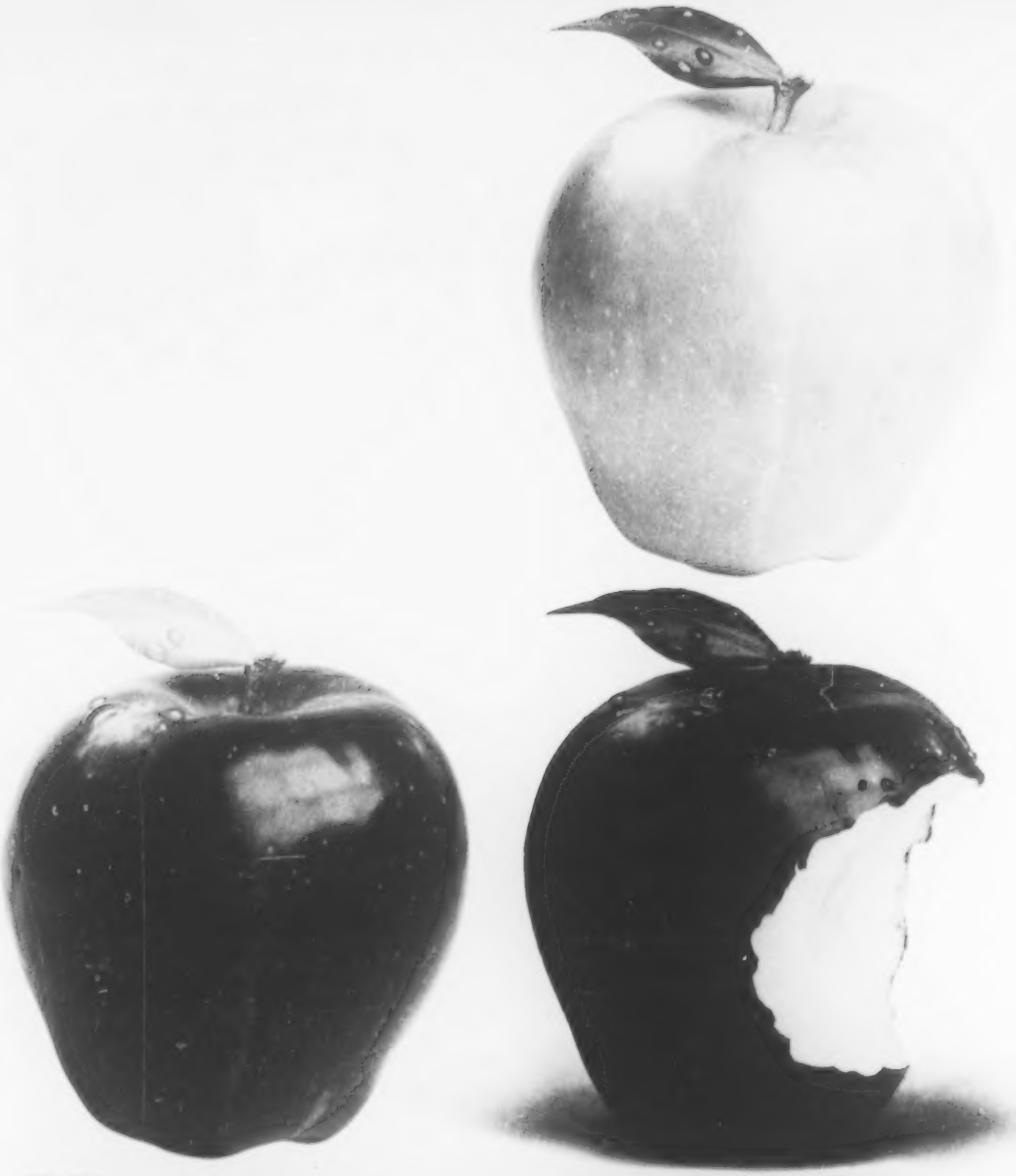

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FOUNDATIONS

Many of them sprang from newspaper fortunes, and most of those give some support to journalism projects, but there is no clearinghouse to coordinate activities

BY MARY A. ANDERSON
presstime staff writer

Among the 20,000 foundations in the United States, at least 100 were formed by individuals, corporations or associations that have owned, operated or served newspapers.

The 10 richest of these newspaper-originated funds—all bearing the names of prominent newspaper families—held combined assets at the end of 1986 of more than $2.2 billion. They spent more than $75 million last year on various charitable, research and educational projects.

Those contributions primarily benefited the local communities in which the affiliated newspapers were published. However, grants that were disbursed nationwide were more likely to support journalistic interests than any other cause.

Until 1986, only Gannett Foundation and a pair of foundations formed by William Randolph Hearst have ranked among the very largest U.S. foundations, with assets of about $500 million and $300 million, respectively.

But in the past year, Knight Foundation and the McCormick Charitable Trust received large infusions of funds related to the estates of their founders, and this has propelled them into the stratosphere of the nation's grant makers.

The myriad newspaper-related foundations overlap, to the extent that most of them support projects in the field of journalism. However, there is no consortium or clearinghouse to coordinate their activities.

"Everyone seems to say they'd like a meeting . . . to see what the different foundations are doing," says Judith D. Hines, vice president and director of ANPA Foundation. But that sentiment has not taken hold.

Students from a Chicago public housing project learn computer skills in a program operated by Chicago Youth Centers and funded by the Chicago Tribune Foundation and Charities.

One reason is that foundations formed by newspaper magnates, corporations or press associations are "apples and oranges in terms of their grant-making," says Mary K. Leonard, a program director at the Council on Foundations in Washington, D.C. "Most news-related foundations are very multipurpose, with almost a United Way quality. [They support] anything from the arts, to health care, to recreation."

Gannett Foundation spent about a quarter of its 1986 grants on journalism-related efforts and the remainder on community-based programs, a national effort against illiteracy and special events.

The two Hearst foundations, on the other hand, support no journalistic interests except for an annual awards program for collegiate writers and photographers.

What the different tax-exempt foundations support depends on their charters and on the varying philosophies of their founders.

Their sources of funds place them into three categories:

- "Independent" private foundations, such as those of Gannett, Hearst, Knight and McCormick. They generally are endowed from the gift of an individual or family and by law must pay out annually at least 5 percent of the market value of their assets.
- "Company-sponsored" private foundations, such as the Chicago Tribune and The New York Times foundations. They obtain money from corporate profits and/or an endowment of stock, and also must pay out at least 5 percent of their assets each year.
- "Public" foundations formed by at least a dozen newspaper organizations, including ANPA, the National Press Club, the Southern Newspaper Publishers Association and the American Society of Newspaper Editors. "Public" means they can solicit funds from public sources.

Unlike private foundations, most public ones concentrate on the interest of their sponsoring organization—in this case, journalism. Another factor distinguishing private from public foundations is that the former are grant makers, the latter, primari-

ly grant seekers. In fact, the private foundations are major benefactors of the public ones.

Knight Foundation President C. Colmery Gibson says private foundations "sometimes get inundated" with redundant requests for money from foundations of journalism associations. Knight and other private foundations "get approached eight times and respond three, and sometimes they (private foundations) think that is about enough."

CORPORATE LINKS. Private foundations usually are linked to the corporate source of the donor's wealth, according to author Waldemar Nielsen, a philanthropic consultant and former foundation trustee who has written two books on large foundations.

In his 1985 book *The Golden Donors*, Nielsen reported that private foundations typically have arisen from American industrial fortunes, and no more so than in the newspaper industry.

Among the nation's oldest and richest foundations, "The two cases that represent the most intimate relationship between a corporation and a private foundation both happen to be based on wealth acquired from newspapers and other mass media, namely Hearst and Gannett," he wrote.

In regard to both, Nielsen has questioned "the extent to which it is appropriate and ethical for a private foundation to work through and publicize a profit-making company with which it is associated."

In the case of Gannett, as with many other independent foundations, Nielsen believes the practice of limiting community giving to those areas that contain a related corporate property is a self-serving one, whereas widely disbursed contributions help divorce the charitable interest from the profit motive.

He also criticized the Hearst foundation, calling it "troubling" that the board is composed solely of company executives and Hearst family members. Nielsen claimed the Hearst arrangement has resulted in a "narrow" outlook that is "indentured to the executives and interests of a profit-making corporation."

Not surprisingly, executives at the Hearst foundations—which last year expended about $12 million of its $339.8 million in assets—were "extraordinarily upset" by the accusations, says Ilene Mack, program officer for the Hearst Foundation. While acknowledging Nielsen's influence in the philanthropic field, she says his statements suggest a knee-jerk reaction to the Hearst name by a writer with liberal sensibilities.

"I think it was written with a very slanted pen" and "with tremendous bias," she says. "We are not indentured to anybody. Our business is to make grants in the best possible way we can—intelligently and thoughtfully," says Mack, citing The Hearst Foundation's "many, many endowed scholarships for minorities."

Knight Foundation President C. Colmery Gibson says private foundations "sometimes get inundated" with redundant requests from foundations of journalism associations.

Mack says the Hearst foundations severely limit their giving in the field of communications because their charters specify broad charitable giving "for the betterment of mankind." The largest share of their giving supports a broad spectrum of community projects, some of which correspond to national concerns such as literacy.

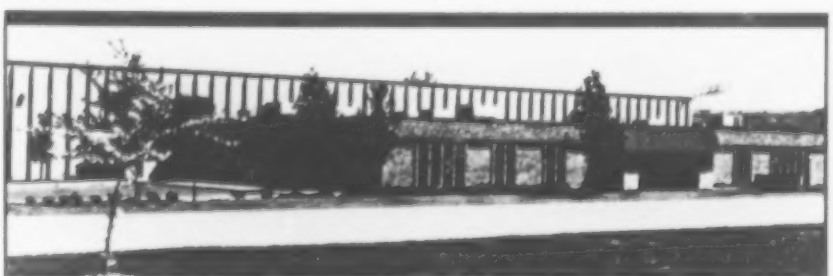
Nielsen applauded Gannett Foundation for developing "a program of such quality that it more than compensates for what otherwise might be a questionable situation" in terms of making donations in communities served by Gannett media.

Gannett Foundation was so pleased with Nielsen's plaudits that it opened its 1985 annual report with a quote from *The Golden Donors*.

The foundation's director of media relations, Brian J. Buchanan, says he understands why there might be some continuing confusion about the Gannett Foundation's relationship with Gannett Co. The grant money, he says, "is not coming from Gannett but from the Gannett Foundation. To most people, that's a distinction without a difference."

Buchanan adds: "We can't make any grants that financially benefit the Gannett Company. . . . But we are interested in promoting particular interests, many of which are the same as the Gannett Company has."

BRANCHING OUT. The two private newspaper foundations that last year joined Gannett and Hearst in the top rank of foundations, the Knight Foundation and the McCormick Charitable Trust, held assets of between $50 million and $60 million in 1985. Both portfolios zoomed in value last year to between $400 million and $500 million.



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As the various foundations grow in value, some people in the newspaper business say it becomes important for the foundations to sit down together. Others disagree.

Both have been reorganizing and expanding their programs, not only to accomplish more with their giving but to satisfy the 5-percent annual payout requirement for independent foundations.

After reviewing its entire program of grants, Knight Foundation plans to expand its community giving beyond the 11 cities where Knight published papers before the 1974 merger with Ridder publications. Now, its giving will extend to about 30 cities served by newspapers in the current Knight-Ridder group.

"In view of the fact that the capital from the settlement of Mr. (John S.) Knight's estate was greatly increased, the board has decided to include most of the Knight-Ridder cities as well," says Knight Foundation President Gibson.

However, he says, "journalism will undoubtedly be the main thrust of our foundation in the future. . . . (The board) will recommend significant grants over the next year or so in the area of precollegiate or postgraduate, and even mid-career, journalism education."

Knight's fund was valued at just under $25 million in 1981, when founder Knight died. Over the next five years, the assets doubled in value. Then they soared to $460.1 million when the estate was closed and the bulk of its holdings—including 13.5 million shares of Knight-Ridder stock—passed to the foundation, which sold 9.5 million shares back to the corporation.

The increase in assets of the McCormick Charitable Trust from $50.7 million in 1985 to "more than $400 million" in 1986 resulted from a transfer of funds from a residuary trust within the McCormick family following the death of Col. McCormick's second wife in 1985, according to the trust's executive director, William N. Clark.

LITTLE CONSENSUS. As organizations like the Knight Foundation and the McCormick Charitable Trust grow in value, some people in the newspaper business say it becomes more important for representatives of newspaper-related foundations to sit down together at a table. Others disagree.

One meeting of newspaper-related foundation heads occurred under the auspices of ANPA Foundation in 1978, but the mixture of grant-making private foundations and grant-seeking public ones proved awkward, and no concerted effort has been made since then, says ANPA Foundation's Hines.

There was "one major problem" with the 1978 meeting, wrote one of the attendees, Gerald M. Sass, vice president/education of Gannett Foundation, in response to a 1983 questionnaire from ANPA Foundation. "The presence of potential fund recipients for any part of the conference makes for limited dialogue," he said. Sass added that he would prefer a survey or a comprehensive report on the various groups' activities to another meeting of both private and public foundations.

Only when such a meeting is limited to organizations that are fundors, Sass wrote, can foundations "discuss confidentially their long-range planning."

In recent interviews, other foundation specialists agreed that any attempt to assemble probably would have to segregate the interests of private and public foundations.

"The idea of coordination sounds good on its face. But sometimes coordination of efforts among foundations can work against some of the grantees," says Buchanan of Gannett Foundation.

If grantmakers tried to reach any consensus about worthy projects, or attempted to divide the pie of fund-raising requests among themselves, Buchanan says, many

15 Richest Newspaper-Related Foundations in 1985

	Assets (millions)	Gifts and expenses
Gannett Foundation	$500	21.7
The Hearst Foundation Inc. and Hearst Foundation[1]	292.6	12
Carter Foundation (Amon G. Carter, former owner and publisher, Fort Worth Star-Telegram)	172.2	8.7
Knight Foundation[2]	56.8	5.4
Newhouse Foundation Inc.	53	3
McCormick Charitable Trust and Foundation[3]	50.7	7.3
Pfaffinger Foundation (Francis X. Pfaffinger, former treasurer, The Times Mirror Co.)	50.2	2.1
Meyer Foundation (Eugene and Agnes E. Meyer, former owners and publishers, The Washington Post)	39.7	1.9
Graham Fund (Philip L. Graham, former publisher, The Washington Post)	39.7	1.3
The Field Foundation of Illinois Inc. (Marshall Field IV, former publisher, Chicago Sun-Times)	24.5	1.8
Snow Memorial Trust and Foundation (John Ben Snow, founder, Speidel Newspapers)	19.5	1.5
Foellinger Foundation Inc. (Oscar G. Foellinger and daughter Helene Foellinger, former publisher, The News-Sentinel, Fort Wayne, Ind.)	18.7	.9
Steinman Foundations (James Hale and John Frederick Steinman, Lancaster (Pa.) newspapers)	13.8	1.3
Cowles (Gardner and Florence Call) Foundation Inc. (Gardner & Florence Call Cowles, former publisher, The Des Moines Register & Tribune Co.)	13.6	1.5
Hobby Foundation (W.P. Hobby, former publisher and owner, Houston Post)	12.9	.6

[1]The Hearst Foundation Inc. and the (William Randolph) Hearst Foundation are treated as one entity although they submit separate tax returns.
[2]Knight Foundation assets increased to $460.1 million in 1986; expenditures increased to $8.5 million.
[3]McCormick Charitable Trust and Foundation's assets increased to more than $400 million (estimated) in 1986.

Sources: The Foundation Center and presstime

grantees could lose out. Examples would be those that depend on an accumulation of grants from many sources to finance their projects.

"Perhaps independently made decisions give grantees a better shot" at foundation money, he says.

Knight Foundation President Gibson also is leery of joint meetings, because of a strong desire to preserve that foundation's autonomy. "We do not have any secrets from any other foundations," says Gibson. "We'll talk to them any time. But I don't believe our board would want us to be part of a group of journalism foundations.

"One of the great strengths of a private foundation is that it doesn't really have an obligation to be consistent. . . . John Knight had the feeling our board should look at every grant as if we had never looked at a grant before and may never make a grant again."

Knight Foundation decided to address the problem of repetitive requests on its own. It formed a non-trustee advisory committee in 1986 to assist the foundation board in eliminating redundancies and thereby making the most effective grants.

Clark, of the McCormick Charitable Trust, also sees no need for contact with other foundations with newspaper origins. He gets enough information either from the large philanthropic organizations or, indirectly, through the grant proposals it receives.

"We're made aware of what other newspaper foundations are doing through word from the recipients, saying, 'Such-and-such gave us so much. Why don't you?'"

But a different view prevails elsewhere in the same Chicago building—at the Chicago Tribune Foundation and Charities, a corporate foundation that receives all its money from newspaper profits, unlike McCormick, which has an endowment from the estate of the late Tribune publisher.

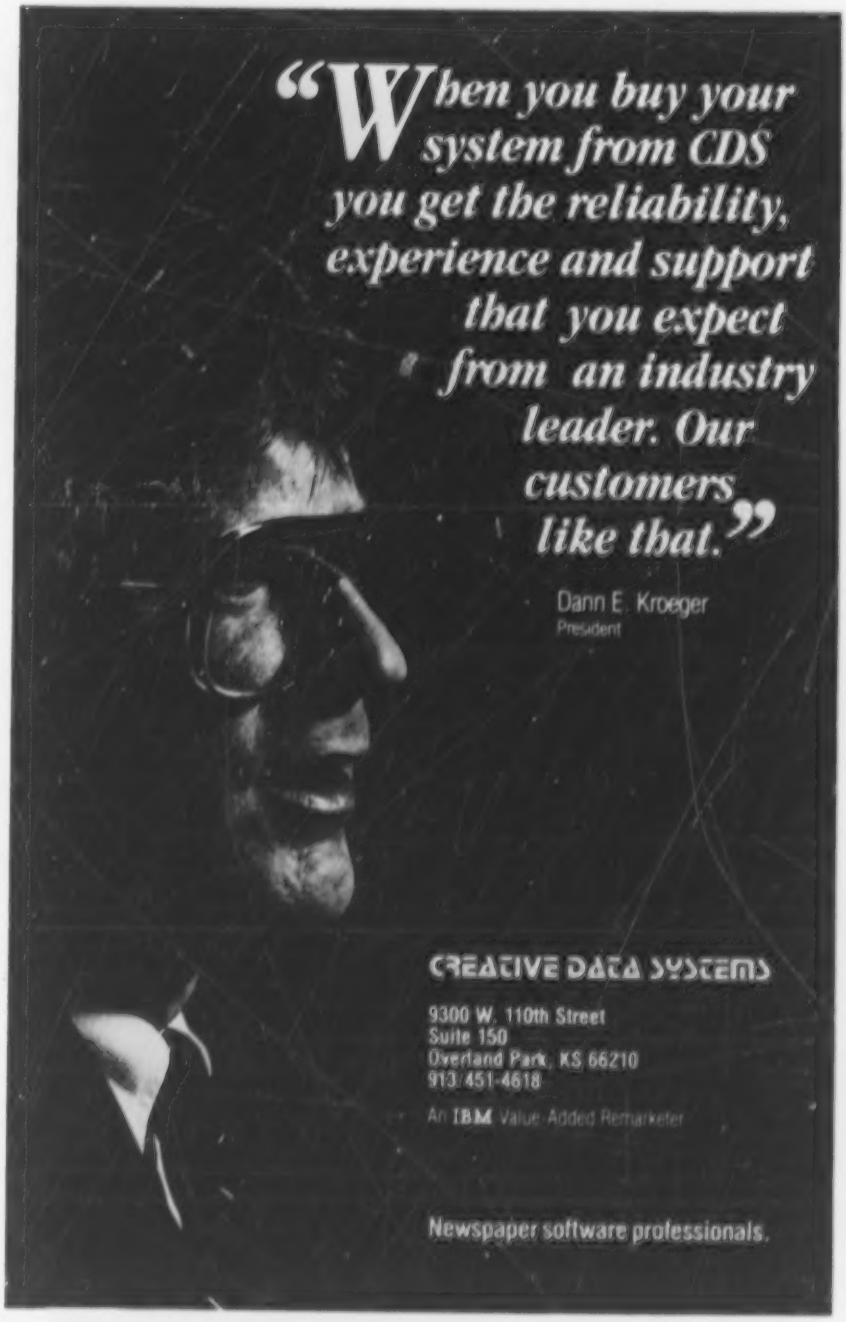
"I'd love to meet with people from other newspaper foundations involved with corporate (giving) because I think there's a lot of information that could be shared," says J. Nicholas Goodban, executive director of the Tribune Foundation. "If we never meet and sit and talk, we'll never know what we ought to sit and talk about," he says.

The chance to give some constructive criticism to those grant-seeking associations is a good reason to meet with them rather than avoid them, says Goodban.

Another in favor of meeting is Vernon Snow, president of the John Ben Snow Charitable Trust and Foundation, named for the founder of Speidel Newspapers (which were later acquired by Gannett Co.). "We certainly would be interested in getting together" regarding journalism-related programs, he says. "We talk informally, but it would be good to have a forum. . . . The things that we would want to know are: What are the frontiers both in journalism education, journalism research, and what is the future vis-a-vis the other media?"

Currently, about 20 other "affinity groups"—ranging from the arts to environmental protection—have been organized by the Council on Foundations.

"In terms of journalism, there's no place to go right now" to discuss goals and methods in a group setting, notes the council's Leonard, who serves as program director for a so-called "affinity group" on precollegiate education. "The next question is, 'Do they need a place to go? Is this something they'd like to talk about on a continuing basis?'" □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SERIES SHATTERED STEREOTYPES

Anatomy of a Pulitzer Winner

BY SANDRA LANE

Rodrigue (left) and Flournoy show some of the material compiled in their investigation of public housing segregation.

(Editor's note: The 1987 Pulitzer Prizes will be announced April 16. This article describes how one newspaper's news staff prepared a series of articles that won one of the 1986 Pulitzers.)

The editorial endeavor that captured the 1986 Pulitzer Prize for national reporting started modestly enough. "The original assignment was to do a story on a housing project in the east Texas town of Clarksville," recalls Howard Swindle, assistant managing editor of The Dallas Morning News.

In late 1983, U.S. District Judge William Wayne Justice ordered the town of Clarksville to integrate its two housing projects immediately. Twenty-five white families were ordered to move into the all-black project, and 25 black families were ordered to move into the white project.

During a hearing on the issue, an attorney for the government said that the conditions in Clarksville were no different from those in other east Texas towns. The News decided to find out if that allegation was correct.

Over a period of three months, investigative reporters George Rodrigue and Craig Flournoy went to 43 east Texas counties and surveyed conditions in 182 housing projects. They found that, 20 years after passage of the Civil Rights Act, 80 percent of the housing projects were racially segregated and that black housing was inferior in every way to white housing.

"To whites, public housing meant new construction, air conditioning and paved parking lots. To blacks, it meant old buildings, torn screens, muddy parking lots and no heating or air conditioning," says Swindle, who was closely involved in planning, researching and editing the Rodrigue-Flournoy series.

Lane is an undergraduate journalism student at North Texas State University, Denton.

The News then decided to find out if the east Texas situation was unique, or if it was representative of housing projects in urban areas of Texas as well. The two reporters found, almost to identical percentage points, that the same conditions existed in Dallas.

The investigation was broadened to cover other Southwestern urban areas. By that point, the team had already invested six months' time and had spent thousands of dollars. "We felt a tremendous amount of self-imposed pressure to complete the series," Swindle says.

Nevertheless, he asked for permission to continue the work for three more months, enabling the team to examine randomly selected cities nationally. Despite the newspapers's concern about tying up two of its best reporters even longer, it gave the go-ahead.

The News used the federal Freedom of Information Act to request information from the Department of Housing and Urban Development concerning federally subsidized housing projects [**pressetime**, July 1986, p. 22]. The agency "recognized that the potential for embarrassment to the government was substantial," Swindle says. "HUD knew what the figures were. They set out on a course to obstruct us from getting the documents."

Unable to obtain many of the requested documents, Rodrigue and Flournoy began cultivating potential sources among HUD employees.

"Top-level officials were excluded. They concentrated on the mid-level bureaucrats, the people who really cared about public housing laws," Swindle says.

The reporters located people who were disenchanted with the Reagan administration's stance on housing and who were willing to provide some computer tapes containing racial-occupancy data—data that HUD had said was not available.

Rodrigue and Flournoy had computer experts from local universities make the tapes compatible with the News' computers. This made it possible to assess the information in the newsroom.

After the reporters completed their interviews in 47 cities nationwide, they could write with authority that the conditions found in east Texas existed across the United States.

In the end, the news-gathering process lasted a year, and it took another two months to edit the series. For the last three months of the project, except for Christmas day, Swindle says he and the two reporters did not take a day off, their families' objections notwithstanding.

The eight-part series, which cost $35,000 (excluding salaries) to produce, ran Feb. 10-17, 1985. "It violated every rule for reader interest," he notes. "If you run a series longer than three days, you will usually lose reader interest."

But "Separate and Unequal: Subsidized Housing in America" shattered stereotypes, Swindle says. "Welfare mothers with six kids were not the majority occupants in federally subsidized housing projects. The majority of the occupants were white and/

or elderly." The team also discovered some unusual interpretations of public housing. "We found some rather lavish uses of tax money. Some subsidized projects were 20-story buildings with indoor swimming pools, libraries and sometimes shuttle-bus service," he says. "This all existed with the approval of HUD. Some regulatory functions of HUD have never been enforced. What we saw was a government-sanctioned form of segregated housing."

The News' project led to investigations by the House Committee on Housing and Urban Affairs, which is continuing, and by the U.S. Civil Rights Commission, which has ended.

The eight-part series in The Dallas Morning News "violated every rule for reader interest. If you run a series longer than three days, you will usually lose interest."

Swindle says the series reflected the most judicious editing he has ever done. When the project was finished, the material, which included tape recordings, records and notebooks, filled an entire closet. It also filled the newsroom of the Morning News with cheers on April 17, 1986, when the 1986 Pulitzer Prizes were announced. □

Project Manager Sees Media as Court of Last Resort

Listening to Howard Swindle is like attending a revival meeting. He resurrects all those long-forgotten dreams of making the world a better place for mankind. He rekindles the hope that perhaps a few people can make a difference.

Unlike many journalists who become cynical after years in the business, Swindle continues to believe that he and the media have a mission in life: to serve as a watchdog and a court of last resort for people who can't fight for themselves.

Swindle is assistant managing editor in charge of projects at The Dallas Morning News, and he was editor and project manager for the News' series that won the 1986 Pulitzer Prize for national reporting.

Before becoming an editor five years ago, he was a reporter who thrived on investigative reporting on behalf of the down-and-outers. "I like writing for the underdog—people who for some reason or the other aren't very high in the social pecking order," he says.

"One of my editors told me . . . I would grow up and not write about underdogs," he says. "Another told me I would be miserable because the system can't change." But the News' Pulitzer-winning series on public housing segregation and other investigative stories prove . . . the media can change the system."

Swindle, a 1969 graduate of North Texas State University, first became interested in investigative reporting in his first job after college—covering police for the Lubbock (Texas) Avalanch-Journal. Working that beat, he discovered a file on a long-unsolved murder of a woman. It contained only one sheet of paper—an investigative report written on the day of the crime.

Police had not made the usual effort to find the murderer, Swindle ascertained, because of the woman's lifestyle and sexual promiscuity. However, the police reporter traced a television set stolen at the time of the murder to a man who was later indicted for and convicted of the murder.

"After this experience, I became addicted to the challenge of doing this type of reporting," Swindle says. "It was terribly self-satisfying."

Howard Swindle

He also recalls an incident in which nine members of a family were killed in their sleep by hydrogen sulfide gas escaping from a leak in an oil pump. His subsequent research established that 60 people had died in the South and Southwest in one year as a result of similar leaks.

With these facts, he wrote an article for the Lubbock daily (and later a similar one for Texas Monthly magazine). As a result, the Texas Legislature drafted and passed some stringent laws on the use and safe handling of hydrogen sulfide gas. "Once again," he observes," a system that was flawed was changed by the media."

After going to work for The Dallas Morning News in 1978, Swindle wrote an investigative series about two east Texas narcotics agents who had been instrumental in obtaining indictments against more than 80 people. Also, because of their efforts, four others had been sent to prison.

Swindle found that the two agents had planted drugs, used stolen evidence and perjured themselves to obtain the indictments. The agents were indicted for their crimes, the four people in prison were released and indictments against the others were dropped.

"This was a textbook case of a system breaking down and creating a class of people who were disenfranchised," Swindle ways. "The media became a court of last resort for more than 80 people."

That was also true for the News' project on segregation and inequality in federally subsidized public housing.

—Sandra Lane

Newspaper Slogans

Everything from biblical quotations and whimsy to questionable grammar and civic pride tell readers why their publications are something special

BY MAL MALLETTE

Newspapers adopt slogans for diverse purposes. Slogans tell variously of the importance of a free press, length of publication, regional pride, service to readers, competitive stance, humor and the whims of publishers.

Whether on Page 1 or the editorial page, slogans also pose a couple of questions. Through repetition do they become almost invisible to readers and then just clutter the nameplate? And when several newspapers claim superiority, do slogans help dig a credibility gap?

In America, slogans go back to post-Colonial days. In 1789, this noble thought, to be echoed in many ways, appeared on the nameplate of The Gazette/The Journal in Boston: "A free press maintains the majesty of the people." Today, the most famous slogan is that of The New York Times: "All the News That's Fit to Print."

The Times first carried that slogan on its front page 90 years ago last month, shortly after Adolph Ochs bought the paper and affirmed a straightforward news policy. Ochs and his editors stuck with their own creation despite a slogan contest that drew thousands of entries, all duly published. A New Haven, Conn., man was awarded $100 for this slogan: "All the World News, but Not a School for Scandal."

Recently, the Times has used its long-standing slogan as a promotional theme, a project that could signal a resurgence of slogans. Although no one keeps statistics on such matters, slogans appear to have tailed off in recent years.

Meyer Berger described the genesis of The New York Times' slogan in his history of the newspaper. Tracking the origin of other newspaper slogans is more difficult. Take The Wenatchee (Wash.) World slogan, "Published in the Apple Capital of the World and in the Buckle of the Power Belt of the Great Northwest." The apple and power elements are obvious today, but the slogan first appeared Aug. 26, 1925, eight years before work began on the Grand Coulee Dam. Managing Editor George Richardson and Publisher Wilfred R. Woods theorize that in 1925 the late Rufus Woods, Wilfred's father and founder of the paper, heard the first drumbeats for a Columbia River dam and wrote the prophetic slogan.

Librarians are usually all-knowing about their newspapers, but several gulped when asked recently about their newspapers' slogans. A few grabbed for their papers to be sure of the exact wording, which says something about the impact of slogans over time.

In 1982, when The Baltimore Sun was making design changes, Managing Editor James I. Houck asked Clem Vitek, the librarian, to determine the origin of decoration around the nameplate slogan "Light for All." The slogan's origin is lost in musty files, and one wonders if the Sun's first address—21 Light Street—was a factor. The Sun began publication in 1837, the slogan in 1840. At any rate, librarian Vitek found nothing about the decoration.

Slogans are sometimes changed. Today, The Denver Post's slogan is "Voice of the Rocky Mountain Empire." Mary Asper of the library staff says that Harry Tammen and Frederick Bonfils, founders of the Post, liked slogans and used several different ones from 1895 on. For a while, the slogan was: "Your big brother, the newspaper with a heart and soul." Another time the editorial page slogan was, "There's no hope for the satisfied man."

And for years, until 1978, the Post's editorial page carried this slogan, which deserves a blue ribbon for length: "Dedicated in perpetuity to the service of the people, that no good cause shall lack a champion and that evil shall not thrive unnoticed."

Although no one keeps statistics on such matters, slogans appear to have tailed off in recent years.

WE'RE NUMBER ONE! As one of many newspaper examples of boastfulness, the Post in 1920 lauded itself as "The Best Newspaper in the U.S.A." Readers had cause to be confused, because three years earlier the Rocky Mountain News, also published in Denver, had begun calling itself "Colorado's Greatest Newspaper."

In San Francisco in the 1930s, the Examiner gave scanty disguise to immodesty, calling itself "Monarch of the Dailies."

The "best" parade seems to have been started by The Chicago Daily Tribune, now the Chicago Tribune. In 1847 it was calling itself "The World's Greatest Newspaper." The Tribune dropped that slogan Jan. 1, 1977. Editor James D. Squires says slogans can create credibility problems: "I think it's better to let the readers decide."

Modesty showed faintly in other slogans. The Pittsburgh Post-Gazette once called itself "One of America's great newspapers." Meanwhile, the co-owned Toledo Blade carried this self-description: "One of America's great newspapers—in one of America's great cities."

Florida readers today face a choice of superlatives: the "Florida's Best Newspaper" of the St. Petersburg Times or "The best newspaper in Florida" of The Orlando Sentinel. The Times got there first, in 1965, after winning its first Pulitzer Prize. The Sentinel joined in 1983, amid major changes in the newspaper's appearance and content. Earlier, the predecessor Orlando Sentinel-Star's slogan was "Florida's Most Interesting Newspaper." And The Miami Herald at one time called itself "Florida's Complete Newspaper."

Smaller papers are not without their pride. In Wenatchee, even before its apples-and-power slogan, the World carried a boxed ear boasting "Greatest Daily in the World for Cities under 10,000"—or 8,000 or 12,000, as the population fluctuated. The boast was dropped abruptly in 1969 after

Mallette is director of development of the American Press Institute in Reston, Va.

George Richardson attended an American Press Institute seminar. A seminar discussion leader had circled the ear and scribbled "The credibility gap starts here."

CATCHY, COMPETITIVE. Some slogans catch on, some don't. Thousands of readers and most newspaper people can recite The Atlanta Journal's slogan: "Covers Dixie Like the Dew." Far less known is "For 118 Years, the South's Standard Newspaper," slogan of the Journal's sister paper, The Atlanta Constitution. (The number changes annually.)

In a rival Southern city, Birmingham, the Post-Herald has fun with a spinoff of The Atlanta Journal's slogan. The newspaper's weekend magazine slogan is "Covering Birmingham Like . . . Kudzu." In the South, kudzu vines, imported to control erosion, grow at jogging speed.

Newspapers find slogan inspiration from different sources. The Indianapolis Star quotes II Corinthians: "Where the spirit of the Lord is, there is liberty." In Abilene, Texas, the Reporter-News quotes Lord Byron: "Without or with offense to friends or foes we sketch your world exactly as it goes."

Slogans sometimes reflect competitive circumstances. The Nashville Banner, a p.m., uses "Today's News Today," surely a dart at its a.m. rival, The Tennessean, which by nature of its deadlines publishes yesterday's news. The once-flourishing Cleveland Press, now a memory, sloganized in the 1960s that it was "The newspaper that serves its readers."

In the 1930s, the San Francisco Chronicle, competing with Hearst's Examiner, called itself "The city's only home-owned newspaper." Before the Audit Bureau of Circulations, there must have been hanky-panky among New York City papers, for The World in 1895 published in slogan fashion: "Circulation Books Open to All."

Span of publication is a point of obvious pride. The Hartford Courant notes: "Established 1764." The Peoria Journal Star says: 'Serving Central Illinois for 131 Years." In New London, The Day cites: "Serving Southeastern Connecticut Since 1881." The Sun Herald in Biloxi, Miss., has a variation: "Serving the Mississippi Gulf Coast for 103 Years." Similar examples are numerous.

In slogans, words like "serve" or "dedicated" are common. But woe unto those who scar the language. In Asheville, N.C., the Citizen-Times carries the slogan "Dedicated to the Upbuilding of Western North Carolina." Long-time Publisher Richard B. Wynne, who recently joined the corporate staff of parent Multimedia Newspapers, isn't sure of the slogan's origin, which dates at least to the 1930s. He does know that some readers notice it, witness periodic protests that "upbuilding" appears in no dictionary. Wynne concedes the point on usage, but he adds, "I'm comfortable with the slogan."

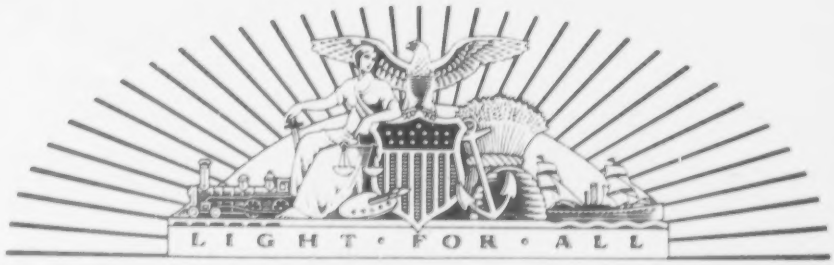
Slogans appear in type as large as 36-point. Mario Garcia, a newspaper designer, says he would limit slogans to 10-point lightface. Another designer, Phil Nesbitt, now with The Record in Hackensack, N.J., would use 14-point type but thinks slogans have outlived their usefulness. Garcia would not prescribe a slogan for a start-up newspaper but favors retaining traditional slogans. "They relate," he says, "to how readers perceive a newspaper."

Designer Mario Garcia says slogans "relate to how readers perceive a newspaper."

Slogans can be amusing, and weeklies probably have the most fun of all with them. Consider the Bent County Democrat, circulation 2,500, in Las Animas, Colo., published near John Martin Dam. Until recent years, its slogan was: "Best newspaper by a dam site."

Design expert Edmund C. Arnold once wrote about the Brewery Gulch Gazette of Bisbee, Ariz., which observed that "The sun shines on Brewery Gulch 330 days of the year, but there is moonshine every day."

The Gazette has gone to Boot Hill, but The Itawamba County Times of Fulton, Miss., (circulation 7,000) is thriving. The reason? True to its slogan, it is: "The Only Newspaper in the World That Cares Anything About Itawamba County." □



Covers Dixie Like the Dew

KUDZU

Voice of the Rocky Mountain Empire

"Published in the Apple Capital of the World and in the Buckle of the Power Belt of the Great Northwest"

"All the News That's Fit to Print"

"Where the Spirit of the Lord is, there is Liberty" 11 Cor. 3:17

Today's News Today

Providing A Place To Work And Play

BY CLARK NEWSOM
presstime labor writer

Nyle Leatham, The Arizona Republic and The Phoenix Gazette

Phoenix newspapers' Lazy R&G Ranch is an "institution" among employees.

A recreational facility for the use of employees and their families is unusual in any industry, but newspaper employees in at least four U.S. cities enjoy this rare fringe benefit, as do retirees of those newspapers. Another communications company with newspaper holdings maintains a vacation spot for its far-flung employees.

The facilities are spread geographically, with two in the Midwest and one each in the Southwest, Southeast and West.

The oldest known recreation center for newspaper workers is outside Bloomington, Ill., on a lake that was developed in the 1930s to supply water to the city. The Pantagraph, Bloomington's daily, supported the project and leased property on Lake Bloomington when it was completed. The newspaper had a cabin erected there in 1934.

"It's primarily an employee benefit," says Personnel Manager Michael L. Meece, although advertisers can reserve the facilities at Davis Point, which is named for William O. Davis, who for 40 years was the newspaper's publisher.

Davis Point is open from May 1 through Nov. 1. The newspaper's 235 employees can use the cabin on days when it's open to all staffers, or they can reserve the cabin for exclusive use on a first-come, first-served basis. A list showing reserved and open dates is posted at the newspaper.

Recreational opportunities include volleyball, horseshoes, swimming, fishing and boating. There also are picnic tables and a charcoal grill. "It's like a small park," Meece says. The cabin has a full kitchen, a deck and dining areas.

In the Southwest, the milder climate makes it possible for the 2,500 full-time employees of The Arizona Republic and The Phoenix Gazette to get more frequent use out of their company-provided facility, the Lazy R&G Ranch.

In 1953, Nina and Gene Pulliam, the newspapers' owners, bought a 20-acre tract in a remote citrus grove midway between Phoenix and Scottsdale. On the land was a Mexican-style adobe house that had been built in 1930.

Within 90 days, the house was converted into a clubhouse, a pavilion was constructed and two swimming pools installed. Since that time, the ranch has been the recreation center of the newspapers' employees, their families and up to 20 guests per employee. No outside groups are allowed.

"Through the years," says William R. Shover, director of community and corporate services, "the ranch has been the site of weddings, baptism parties, first communion parties, bar mitzvahs, family reunions and one memorial service."

"It's an institution among our employees," says Nyle Leatham, a photographer at the Phoenix papers. "We didn't build a swimming pool (at home) because the ranch had one."

Company-sponsored holiday parties are held at the ranch, along with adult dances, movies and swimming lessons. Events are organized by an employee committee.

Shover says the newspapers have entertained at the ranch "virtually every newspaper group" that has met in the Phoenix area. Last year, for example, "we hosted seven groups at the ranch, and the total came to just over 1,200 guests," he says. "Based on that, it is safe to say more than 25,000 newspaper-related guests" have spent an evening at the Lazy R&G.

Two other newspapers associated with the Pulliam family—The Indianapolis Star and The Indianapolis News—also have a recreational center exclusively for the use of their employees and their families.

Established 36 years ago and operated seasonally, the 16-acre center in the city has been known as the Fourth Estate since 1955. It includes three swimming pools, horseshoe pits, shuffleboard courts, a basketball court, a softball field, a volleyball area and children's playground. A shelter has two large fireplaces. A booklet is issued each year listing a schedule of events, such as an annual Easter egg hunt.

"It's a fringe benefit we like to talk about," says James E. Pauloski, public relations director. A side benefit is that the park provides summer jobs as lifeguards and groundskeepers for the children of some of the newspapers' 2,000 employees.

The State-Record Co. of Columbia, S.C., has a year-round, 470-acre recreational area for its employees. Opened in 1952, The Frank Hampton Recreation Center, named after a former board chairman, includes a pond for swimming and fishing, a large cabin, and eating areas.

"It's heavily utilized in the summer," says Benefits Manager Phillip L. Webb. Outside groups can rent the facilities for a nominal fee, he says.

The communications company with a vacation spot for its full-time employees and their families is Lee Enterprises Inc. of Davenport, Iowa. Opened in 1963, Lee Lodge, surrounded by five cabins, is located in Polson, Mont., on Flathead Lake. The company, whose properties include 18 daily newspapers, begins accepting applications in March for summer use of the facilities.

"It's completely booked for the period it's open," says Shirley E. Fatchett, employee relations director. Seventy-five families used the lodge and cabins in 1986. "It's one of the nicest benefits Lee offers employees," she says. □

Jim Borgman on political cartoons:

"The most important thing is to challenge readers and keep them engaged in the debate. As long as people are thinking about the issues then we'll make better decisions as a country. I like to change the pace of my delivery—sometimes I throw curves, sometimes I throw fastballs!"

Jim Borgman
of the Cincinnati Enquirer,
a Gannett newspaper

GANNETT

PCs

Newspapers are finding new uses for personal computers. And there's no end in sight.

BY ROSALIND C. TRUITT
pressetime technical writer

(Editor's note: This article is the second in a four-part series on new electronic prepress technologies and how they are transforming the newspaper business.)

Although their use is growing, personal computers remain a supporting player at most newspapers, with "dumb" video display terminals and central computers still holding center stage.

However, all indications are that PCs will continue their rise to star billing in the newspaper business. As experts are quick to point out, the little machines are versatile, relatively inexpensive, easy to use, capable of storing increasingly large amounts of data, and processing that information faster all the time.

"Personal computer use is more and more common in newspapers, and the use will continue to grow," says George Cashau, ANPA director/technical research.

"I don't think we can turn around at this point and go back to one-use terminals," says William D. McKenzie, systems analyst for the Antelope Valley Press of Palmdale, Calif., a four-days-per-week paper that circulates 53,000 copies in Los Angeles and Kern counties.

"It's too easy to bring in a Macintosh or (other) personal computer and sit it down on the corner of your desk to do computations—and all of the other things a one-use terminal can't," Kern says.

As the trend toward PCs evolves, smaller newspapers are using them in just about every department and for most all computing functions. Larger publications are using them for more individual, specific tasks—graphics, for example—while continuing to rely on big computers for many chores.

However, that may be changing. Experts say the rise in use of PCs is having impact on makers of the big, central systems. John W. Iobst, ANPA manager/computer applications, sees "steady" growth ahead for personal computers at newspapers because many publications believe the stand-alones are a good choice to replace worn-out VDT systems. (The issue will be further addressed in the next installment of this series.)

The Seybold Report on Publishing Systems assessed the use of personal computers at newspapers earlier this year and concluded: "Surely, everyone must realize by now that PCs are *the* central fact for everyone involved in newspaper systems. You cannot ignore them. They are not going away."

Several experts interviewed by **pressetime** estimate that as many as three-fourths of all daily and non-daily newspapers in the United States and Canada are using at least one personal computer somewhere in their operations.

Will Dickey, Florida Times Union/Jacksonville Journal

A PC-based editorial system at Jacksonville's dailies features a color monitor.

Future Computing Inc., a Dallas market research firm that compiles statistics on computer usage, last year conducted a demographically balanced survey of 100,000 households. It indicated that 21 percent of workers in the publishing industry—including newspapers, magazines and books—use personal computers on the job. In addition, another 14 percent predicted they would be using a PC at work within a year.

Future Computing estimates 242,000 personal computers are currently in use in the publishing industry.

Popularity of PCs is reflected in sales of the units, which have soared in the past six years. International Business Machines Corp., which has the largest share of the market, has sold more than 3 million personal computers. Apple Computer Inc., which claims to be selling about 50,000 Macintoshes monthly, sold its one-millionth "Mac" earlier this year. The company estimates 50 percent of U.S. newspapers will have "some type of Macintosh system" by the end of the year.

Sales of personal computers should continue to grow at a rate two to three times that of mainframe systems and minicomputers over the next several years, according to International Data Corp., another research firm that tracks computer sales and use. A mainframe is a large computer that controls the flow of data between a dozen or more "dumb" terminals. A minicomputer performs similar functions but generally is smaller, governing fewer terminals.

There are many reasons personal computers continue to make headway in the newspaper business as well as in other industries. Chief among them is that central-computer systems are known to "crash" from time to time, incapacitating each and every workstation. That can't happen with stand-alone PCs, even if they are linked in a network. When something goes wrong, the bad unit is simply unplugged and a good one is substituted while repairs are made.

Another PC advantage is that they are substantially cheaper per workstation than a mainframe system. A PC usually costs a few thousand dollars at most, while a complete mainframe-based system can average out to $10,000 or more per terminal.

And, of course, there's now a love affair going on between smaller publications and PCs because of what has come to be known as "desktop publishing"—using PCs and a laser printer to produce plain-paper copy at far less expense than phototypesetting systems [**pressetime**, March 1987, p. 22]. While smaller papers are using the technology to produce text and ads for paste-up, larger ones generally have more modest applications. For instance, The Star-Ledger in Newark uses Macintoshes to create promotional materials for potential advertisers and others.

In addition, unlike a regular computer workstation, a personal computer offers almost unlimited versatility. It can serve as a text-editing terminal, do complicated spreadsheets, handle mailing lists, calculate bills, process the payroll, keep schedules and perform numerous other tasks.

Features that one newspaper department uses often come to be embraced by others.

For example, accountants find spreadsheets useful in the business office. But investigative reporters like George P. Rodrigue of The Dallas Morning News use such software to analyze statistical data for stories.

With information gleaned through a computer analysis, Rodrigue and colleague Craig Flournoy won a 1986 Pulitzer Prize for stories showing that public housing tenants were being discriminated against according to race. (See story, p. 12.)

ALL-PC SYSTEMS. Although most newspapers with PCs use them in specialized situations, there have been recent cases in which papers have abandoned a mainframe or minicomputer completely and switched entirely to PCs.

One PC arrangement that is being touted as an alternative to traditional mainframe-based systems is what was once called the "Morris Publishing System" for editorial and classified advertising. Developed by Morris Communications Corp., parent firm of Southeastern Newspapers Inc. of Augusta, Ga., the system has replaced mainframe setups in most of the group's newspapers and has been sold to other papers as well.

In February, a supplier of pagination systems and VDTs, Information International Inc., acquired exclusive rights to the system, which has been renamed "TECS/2 by Morris." As part of the deal, Triple-I will provide sales and customer support for the system while Morris will handle maintenance and enhancements.

TECS/2 runs on IBM-PCs with internal hard disks and color monitors. Rather than employing a central unit to store data, text entered on one personal computer is stored in another PC paired as a backup. The computers are grouped into a "local area network," which makes it possible to transfer data from one to another.

The system also offers automatic spell checking, a split screen and more than 30 programmable keys.

There are more than 800 of the workstations operating at 13 newspapers around the country. Morris' Jacksonville dailies, The Florida Times-Union and the Jacksonville Journal, have the largest configuration of terminals so far—235.

Joseph E. Kelly, vice president of Morris Publishing Systems says the company developed its software after deciding nothing on the market was suited to replace the aging front-end system at The Augusta Chronicle and the Augusta Herald.

Michael J. Kazala and Maureen Simonelli of The Star-Ledger in Newark prepare promotional materials on a Macintosh computer.

Among the purchasers of the system is the Antelope Valley Press, and systems analyst McKenzie declares: "It had the fingerprints of newspaper people all over it. The system has features that newspaper people would think of, as it should because newspaper people designed it."

THE DOWNSIDE. But as with most new-technology ventures, the world of personal computers is not a perfect one. A number of problem areas have cropped up as PCs are put through their paces in a workaday environment.

Many newspapers believe the stand-alone PCs are a good choice to replace worn-out VDT systems.

Experts say one of the biggest problems is that the rise of PCs came almost too quickly. People began buying them without regard for whether they might be compatible with other PCs being used in the same building. "This new technology grew so fast that before anyone realized it, it was almost too big to manage," says Donald P. Ruthig, circulation systems manager for the Los Angeles Times. "Now, we [newspapers] have to step back and look at the situation and figure out a way to deal with it," he says.

Some newspapers are now issuing edicts limiting hardware and software purchases to specific product lines, so they can get a grip on managing PC usage.

Another problem is that buying PCs often means dealing with a host of different vendors. Over the years, in buying mainframe computer systems, newspapers have become accustomed to purchasing, from one supplier, "turnkey" systems complete with programs written especially for them. With PCs, the hardware, software and peripherals can come from a dozen or more sources.

Also on users' problem lists are lingering glitches in the networking of multiple PC units. Some newspapers say they have encountered occasional difficulty in sending data from the host computer to another PC.

PCs' champions do not regard any of the problems as insurmountable.

For example, James Farrington, a computer analyst for Newhouse Newspapers, views in a positive light the matter of so many choices and companies with which to deal. He says this gives newspapers more flexibility in the long run.

"What you had in the past was so-called 'customer-designed systems' that, once you got them running, didn't really have this [desired] feature or didn't do the things" they were supposed to do, he says. With PCs, "purchasing the software and hardware [separately] offers more versatility. A newspaper can put together a system based on what it really needs."

And on the networking problem, PC advocates say "protocols"—the rules and formats for conducting communications on a large network—can usually be devised to resolve it.

LATEST OPTIONS. Some newspaper executives say they are hesitant to buy PCs because the technology is changing so rapidly. There is lingering fear that a computer bought today will be rendered obsolete by another one in a matter of months.

But just as ongoing product announcements put an extra burden on newspapers sorting through the options, they also raise new opportunities.

Apple, for example, has introduced two new models that computer watchers consider significant.

One is the Macintosh SE, an enhanced version of the Macintosh Plus that is 15- to 20-percent faster than earlier models.

The other is the Macintosh II, which analysts say is the company's most important product introduction since the LaserWriter laser printer.

Because the two new Macs operate at faster speeds, they will allow newspapers to design graphics on them more quickly, says Howard McComas, operations manager for the Knight-Ridder Graphics Network [**pressstime**, Sept. 1986, p. 12]. The Mac II will have a color display and larger screen than current models, also good for graphics.

A lot of people say the smaller machines make their jobs a great deal easier.

The Mac II has an "open architecture," allowing it to run, with help of a special circuit board, both Apple and IBM personal-computer software. The plug-in board enables the new machine to run software written on the MS-DOS [Microsoft Disk Operating System] program developed by Microsoft Corp. for IBM-PCs and IBM compatibles. That means newspapers, using just the Macintosh, will be able to do both editorial and business-side functions for which many newspapers currently use two different brands of machines.

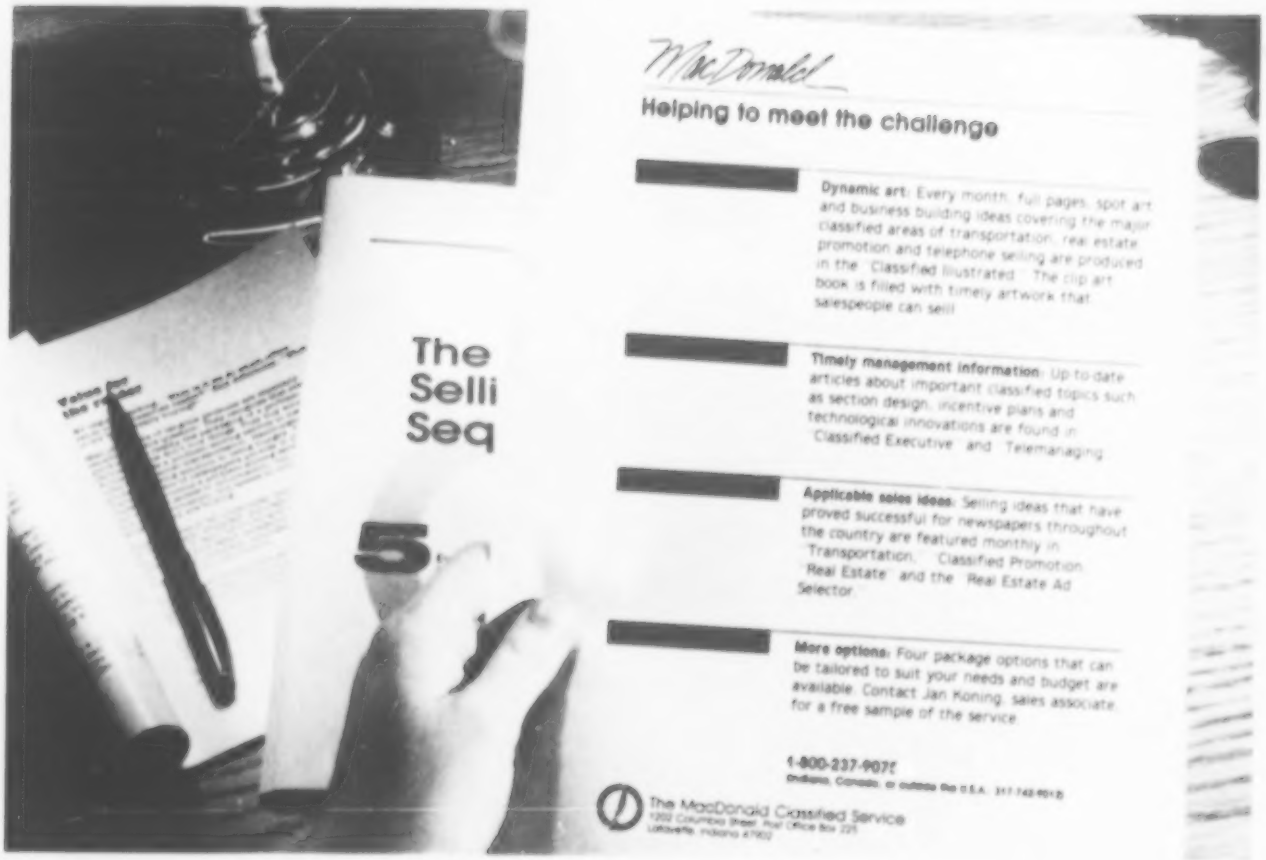
To date, newspapers have tended to pigeon-hole particular types of computers for different functions. IBM personal computers and IBM-compatibles like Hewlett-Packard and Compaq are favored for business-office work, although experts say IBM PCs' graphics capabilities are improving.

And if things aren't complicated enough, Microsoft is working on a new operating system that would supersede, and be incompatible with, its MS-DOS operating system.

The new system, Microsoft says, will make it easier to send data through a network of personal computers. It is not expected to be on the market until early 1989 but raises yet another layer of complicated questions for users assessing what and when to buy.

Even so, there is no doubt that the use of personal computers will continue to increase at newspapers and elsewhere for one simple reason: A lot of people say the smaller machines make their jobs a great deal easier.

"Speaking for myself and not for the Los Angeles Times, as a user I like personal computers," says Circulation Systems Manager Ruthig. "It simplifies things for me. I can do my own thing when I want." □


The
Selli
Seq
5
MacDonald
Helping to meet the challenge
Dynamic art: Every month, full pages, spot art and business building ideas covering the major classified areas of transportation, real estate promotion and telephone selling are produced in the "Classified Illustrated." The clip art book is filled with timely artwork that salespeople can sell.
Timely management information: Up-to-date articles about important classified topics such as section design, incentive plans and technological innovations are found in "Classified Executive" and "Telemanaging."
Applicable sales ideas: Selling ideas that have proved successful for newspapers throughout the country are featured monthly in "Transportation," "Classified Promotion," "Real Estate" and the "Real Estate Ad Selector."
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THERE IS A BOOM IN CLASSIFIEDS. THE QUESTION IS: HOW LONG WILL IT LAST?

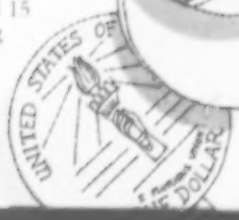
BY MARGARET GENOVESE
presstime staff writer

WANTED: Newspapers' fastest-growing source of advertising revenue seeks ways and means to continue growth. Traditionally, have relied on three major ad categories, but willing to go in new directions. Contact Classified Advertising Manager, Any Paper, Anytown.

ITEM: In 1985, The Hartford Courant sold a record 1.5 million classified ads. The record-setting ad was sold in December. In 1986, the Courant did even better, reaching the 1.5-million mark a month earlier. Classified Advertising Manager Patricia Barnes estimates linage there has "probably doubled" since 1982, as the region rebounded from the recession of the early 1980s.

ITEM: In February, The Press-Enterprise of Riverside, Calif., tallied its 48th consecutive month of gains in classified linage. "I have a bunch of professional sales people, and they are right on top of everything," boasts Classified Advertising Manager Earl Clapper.

ITEM: Last year, The Boston Globe's classified advertising linage increased 15 percent overall, led by a whopping 25-percent gain in real estate linage. Classified Advertising Manager Frank M. Limoncelli is proud not only of all the revenue his section brings in but also of the readership it attracts. "As many people buy the Globe to read the classified ads as to read the paper itself," he asserts.



ITEM: With Louisiana hit hard by the decline in oil prices, classified advertising linage in the State-Times and Morning Advocate of Baton Rouge plunged 18 percent in 1986. "We are trying, but nothing works," says Classified Advertising Manager James T. Conner. "When the economy is down, it seems like there is not a whole lot you can do."

These vignettes illustrate a key point that newspaper classified advertising executives make over and over again. More than any other advertising category, the fate of classified depends on the state of the economy. When the economy is healthy, a daily newspaper's classified business booms; but when the economy suffers a downturn, classified sinks with it. Classified is so sensitive to economic ticks and trends that the Conference Board, a New York City think tank, fashions a monthly economic index out of the number of help-wanted ads in 51 U.S. newspapers.

Buoyed by generally favorable national economic conditions, classified advertising has been coming up a big winner in the

past four years, and, despite some worries, its long-term prospects remain bright.

Last year, advertisers spent $9.3 billion for classifieds in U.S. dailies, up 11 percent from 1985, according to the Newspaper Advertising Bureau. This follows boom years of 1983 and 1984 in which classified expenditures grew by 23.8 percent and 27.5 percent, respectively. Growth slowed in 1985 to 9.4 percent, but even then the percentage increase continued to surpass that of the other two categories, retail and national.

No industry-wide volume figures exist, but Media Records of New York City reports full-run ROP classified linage increased 3.4 percent in 1986 in newspapers in 45 major markets.

Canadian dailies have been experiencing the same kind of growth in classified. The Canadian Daily Newspaper Publishers Association estimates that revenue from classified ads in 1986 was $379 million, up 10.8 percent from 1985. Based on reports from 90 newspapers, CDNPA concludes that classified linage in Canadian dailies grew 8 percent in 1986.

Now some newspaper executives are beginning to worry about their companies' greater reliance on the highly-volatile category of classified. What will happen if and when the economy slows—and the classified boom goes bust?

Hartford Courant's Barnes (left) oversees newspaper's classified-ad telephone room that is coping with tremendous growth.

This much is known: More is riding on the answer to that question than ever before because of classified's greater piece of the newspaper advertising revenue pie. In 1986, one out of every three dollars spent on advertising in U.S. dailies came from classified. In 1950, less than one in five did. Actually, classified's impact on a newspaper's bottom line is even greater than those ratios suggest. That's because since 1950, revenues from circulation have dropped from about 33 percent of a newspaper's total revenues to about 23 percent, this magnifies the importance of each advertising dollar.

Classified's revenue impact is also heightened by the fact that generally it is more profitable than the other two categories. "The costs are a lot less," says Bruce Thorp, a securities analyst who tracks the newspaper business for the brokerage firm of Lynch, Jones & Ryan in Washington, D.C.

Most observers say classified will continue to grow, but the pace of growth will slow in the short term. "I don't think anyone is willing to predict it is going to continue at the same pace," Thorp says.

In January, NAB Executive Vice President Leo Bogart warned a conference of the International Newspaper Advertising and Marketing Executives: "Expect a pause in the classified boom."

Robert J. Coen, senior vice president and director of forecasting for McCann-Erickson Worldwide, agrees. "From the reports I've gotten, in 1986 the classified category was relatively strong and saved the bacon for many of these newspapers," he says. "But in 1987, I don't think we can look for that to happen again. The category may hold up or show modest gains, but it's not going to be the source of bailing everybody out again."

For the long term, Coen is bullish on classified. While it will "wax and wane" with economic conditions, classified will continue to "creep up" on the retail category, newspapers' traditional revenue leader, he says.

Another prognosticator, Edward T. Parmelee, vice president of marketing for Knight-Ridder Inc., says classified "still offers some of our strong opportunities for growth" and "may well, in time, account for a 40-percent share of total newspaper advertising revenue."

Others go even further. Says William J. Ford, classified consultant with the ad representative firm of Landon Associates Inc.: "It's going to be the largest revenue producer before it's over."

WORDS OF CAUTION. Not all predictions are so rosy. At the other extreme is trend-spotter John Naisbitt, who five years ago told newspapers: "I'm afraid you're going to have to give up the want ads. . . . I never read them and many people don't. There are pounds of classifieds delivered on my doorstep on dearer and dearer newsprint." In time, he added, it will be possible to retrieve classified advertising from a computer database.

Today, Naisbitt says he has not changed his mind about the possibility of electronic classifieds. "I think over the next decade we will see that."

Readership statistics do not bear out Naisbitt's notion. The Newspaper Advertising Bureau estimates the total adult audience for daily newspaper classifieds averages 57.1 million on weekdays and 59.3 million on weekends.

Nonetheless, there is concern about classified readership. A comparison of NAB studies in 1979 and 1986 suggests there was an overall decline in classified readership, and it shows a definite decline in weekday classified readership among the leading classifications of automotive, employment and real estate.

In addition, the idea that classified ads could be more efficiently and economically delivered electronically to a home computer is one that many people share with Naisbitt.

"I'm not so sure that [electronic classifieds] pose an immediate, current threat that everyone needs to get all excited about," says Robert M. Johnson, publisher, president and chief executive officer of Newsday, Long Island, N.Y. "But I think

ultimately the day will come when electronic Yellow Pages will emerge as a reality, and it will become a competitor to newspaper classified advertising," says Johnson, vice chairman of the ANPA Telecommunications Committee.

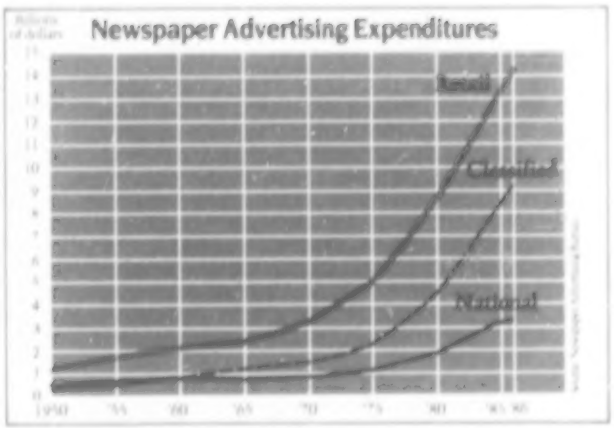
Whatever their future, classifieds have had a long and distinguished past. In fact, according to *The History and Development of Advertising* by Frank Presbrey, the oldest written advertisements were want-ad-type notices—announcements of rewards for runaway slaves found on the papyri of the ancient Egyptians.

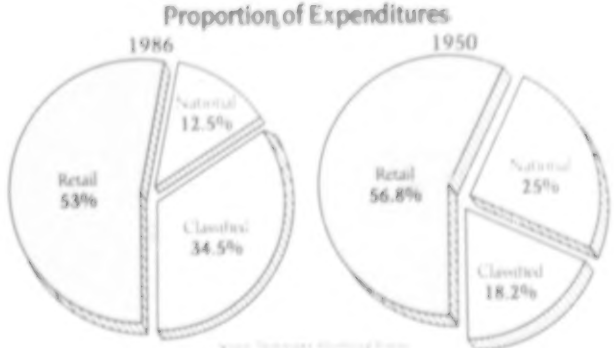
While today's "typical" classified ad looks much like it did a generation ago—several lines of agate type with no illustration—the field has undergone some important changes.

One of the most visible has been the increasing role played by display advertising. The Los Angeles Times' classified advertising last year, for example, consisted of 66 percent "straight" classified, 16 percent display classified, with the remainder a hybrid consisting of a straight classified with a logo.

A few major newspapers have clung to the clean, "classic" classified look, refusing display advertising for their classified columns. But some of them are buckling. The San Jose Mercury News, for instance, which now limits display ads to its "Professional Career" sections on Sundays and Mondays, probably will begin accepting display ads throughout the classified section in the near future, says Classified Advertising Manager Ronald G. Beach.

The Mercury News has resisted the temptation to do so up to this point because display ads are harder and more expensive to handle. "We need to maximize revenue, even at a slightly higher sales cost," Beach says.





Despite its extreme sensitivity to economic conditions, a classified section is not entirely a crap shoot. Newspapers can do many things to keep it strong.

Regardless of whether they accept display classifieds, all newspapers view their classified section as a "marketplace" where individuals, as well as businesses, can offer their products and services to the public. Individual, or "private party," ads may account for more ads, but commercial advertisements typically occupy more space.

And although newspapers like to say a person can sell anything from A to Z through the classifieds, the three major types account for 80 percent of classified revenues. This is the key to classified's tendency to expand and contract along with the economy—all three are extraordinarily susceptible to economic fluctuations. When the unemployment rate goes up, newspapers' help-wanted classification goes down. When interest rates go up, real estate and automotive linage goes down. Conversely, when unemployment and interest rates go down, linage in all three categories goes up.

Despite classified's extreme sensitivity to economic conditions, the health of a newspaper's classified section is not entirely a crap shoot. Newspapers can do a number of things, in good times and in bad, to keep the category strong.

- Offer new classified advertising vehicles, such as special real estate sections, and creative pricing schemes—even giving some ads away.
- Increase the use of telemarketing, particularly to develop new business.
- Move toward more standardized formats and procedures to accommodate multi-market advertisers.
- Emphasize staff training, reward classified managers with increased responsibilities and polish a lackluster image among college advertising students.
- Use new technology such as personal computers, pagination systems and voice mail to modernize operation of classified departments.
- Keep an eye on potential competitors that might use new electronic technology to the detriment of newspaper classifieds.

INFLUENCE, STRUCTURE. In Colonial days, most publishers considered want-ad-type notices "simply a nuisance," according to a history of classified advertising published in 1977 in the Journal of Advertising. "They felt that carrying them was a service, and they had trouble deciding whether to charge for them or to run them for nothing." Some even began to refuse them, but continuing demand forced publishers to carry the public notices.

In the 1830s, the New York Sun became the first newspaper to group all the notices together on one page. And by the turn of the century, their volume had grown to such an extent that they were grouped, or classified, into categories.

In the 20th century, classifieds began to be used by business advertisers as well as individuals. Volume surged, spurred by population growth, industrialization and increased automobile sales.

As newspapers approach the 21st century, they find that

Donna Wells, promotion coordinator of Journal/Sentinel Inc., sits amid a record 111,450 entries to "Classified Jamboree" contest.

classified has taken on an increasingly prominent revenue role, "really by default," says analyst Thorp.

Retail advertising revenue has been eroded by the shift to preprinted ad supplements, for which newspapers charge lower rates because they often distribute the circular but do not print it.

National revenue, never strong in the newspaper business, has been soft in the past several years. "That really puts the burden on classified," Thorp notes.

Classified will continue to be newspapers' fastest-growing advertising category, he says. But like most other observers, Thorp believes its rate of expansion will slow. "Each year, the base for comparison is getting bigger," he explains. "If you just look at the arithmetic of it, a million-unit gain in 1987 will not be the same percentage increase as the same unit gain was in 1986."

Always worrisome, of course, is the specter of an economic slowdown and what it is known to do to classified sales. The Plain Dealer of Cleveland provides a good example. In 1980, as the economy slid into a recession, The Plain Dealer's classified linage dropped 2.3 percent, according to figures compiled by the Association of Newspaper Classified Advertising Managers. The newspaper didn't show an increase again until 1983, when the economy rebounded.

In its December 1986 Newspaper Newsletter, Thorp's brokerage firm pointed out that "classified offers the greatest potential for unexpected disappointment" because it hinges so much on consumer spending and overall economic health.

There is ample evidence today in oil-producing areas of what a local economic plunge does to classified. Full-run classified linage in the Houston Chronicle dropped 21.3 percent in 1986 from the year before; at The Daily Oklahoman in Oklahoma City, it declined 13 percent.

"In our area right now, we have a very high unemployment rate; there just aren't jobs available," says Conners, CAM of the Baton Rouge papers. "That affects not only your help-wanted classification, but real estate (sales), rentals and even car sales."

The Dallas Morning News, in the same region but not hit as hard as Houston by oil-induced economic woes, experienced an 8.2-percent drop in its full-run linage for 1986. Nevertheless, it still managed to hold onto first place in linage among the major-market newspapers whose classified linage is measured by Media Records.

Newspapers have learned to deal with economic nosedives by "looking around for new categories" of classifieds to emphasize, says Eric D. Anderson, NAB senior vice president in charge of classified sales. And when the economy rebounds, as it did following the recession of the early '80s, this new business joins with the "big three" classifications to propel classified to new heights.

David S. Anderson, CAM of The Fresno (Calif.) Bee and a frequent lecturer on classified advertising at the American Press Institute, says newspapers should develop the "general merchandise" classification as a way to decrease dependence on what he calls the "IRS"—Interest Rate Susceptible—classifications of automotive, employment and real estate. Among the classifications Anderson suggests newspapers develop are: computers, stereo and video equipment, cellular phones, building materials, musical instruments, office and business equipment and yard and garden supplies.

They also can go outside the regular classified section and develop directories or guides. For instance, the Bee has a guide to leisure activities that runs four days a week, each time in a different section of the paper. Some newspapers have been particularly successful with "professional services" directories, says Anderson.

Developing new revenue is an aspect of classified advertising being probed by the Classified Task Force of NAB's Future of Advertising project. Preliminary results of a survey of newspapers released last year to task force members revealed that 63 percent of newspapers over 100,000 circulation had developed new classifications in the past three years, as had 52 percent of newspapers with less than 100,000 circulation. Most also had developed new products such as guides.

Sheila Parker, director of advertising development for Gannett Co., suggests newspapers also build a more solid foundation within the three major classifications by developing "subcategories." Within the automotive classification, these might include auto servicing, accessories and leasing, for example.

She recommends newspapers first conduct an "audit" of their markets using the Yellow Pages to identify commercial advertising prospects. "We've seen cases where a newspaper will have 15 active contracts and think that is good." But when that was compared with the 526 prospects turned up by the audit, "that 15 all of a sudden looked very, very paltry."

But active solicitation of commercial accounts outside classified's traditional big-three categories could bring a classified department in conflict with the newspaper's retail-ad department, cautions Timothy W. Collom, assistant CAM of the

Newspapers have learned to deal with economic nosedives by "looking around for new categories" of classifieds to emphasize.

Rocky Mountain News in Denver. Unless the two departments cooperate, "you are selling against your own product, and that defeats the purpose."

A newspaper classified advertising department usually is divided into an "inside" sales staff, selling over the telephone, and an "outside" staff, providing in-person service to larger contract advertisers. According to Gannett's Parker, a small newspaper may have one outside sales person and two to three people inside on the telephone, a medium-sized paper, three to four outside sales people and a telephone staff from 10 to 12, a large newspaper, six to eight outside sales people and 35 or more people on the phones.

Several years ago there was a movement to consolidate newspapers' retail and classified outside sales staffs. Some newspapers that tried it have since gone back to separate staffs, Parker reports. Unless they are thoroughly trained, she says, former retail advertising salespeople will tend to continue to emphasize retail.

Gannett's San Bernardino Sun is one newspaper that combined its outside sales staffs, and the merger has lasted. Advertising Director Orage Quarles III says training was the key to the staying power of the venture.

The newspaper also had an advantage in that the members of its retail sales staff had first worked in the newspaper's six county offices, where they sold both retail and classified, he says. Moreover, when it combined the staffs five years ago, the Sun stressed that the move was not experimental. Says Quarles: "We went in with the philosophy that this is going to work."

Foley of the Worcester Telegram & Gazette says buyers and brokers refer to the "Homes" section all week.

> *One prediction is that future classified staffs will consist of fewer outside sales people and more "telemarketers."*

In recent years, emphasis on classified departments' inside sales has been on new forms of "telemarketing"—selling by telephone.

Patricia Barnes, CAM of The Hartford Courant, recalls that when she was hired as an "ad taker" at Newsday in 1971, her job was to answer the telephone when someone called to place an ad. "There was no requirement to sell anything."

Now, when someone calls to place an ad, says Barnes, it is the job of the classified sales person to sell a larger ad, to sell multiple insertions and to suggest the addition of an attention-getting headline or piece of art.

Twenty-two of the Courant's 45-person telephone staff take incoming calls primarily from individuals, 19 service commercial accounts, and four work on developing new business.

Emphasis by inside sales staffs on developing new business is a recent trend, says Kitty Vance, NAB's vice president, telemarketing. She predicts that newspapers' future classified staffs will consist of fewer outside sales people, more telemarketers. Telemarketers can handle more accounts for less money than outside sales people, she notes.

Two newspapers in the Northeast provide examples of how telemarketing can pay off.

• At The Asbury Park (N.J.) Press (evening, circulation 139,585), a five-person telemarketing staff works almost exclusively selling classified "theme pages," such as an Easter dining guide. Since it was formed in 1984, the staff has generated more than $1.9 million in sales, according to Telemarketing Supervisor Geri A. Olborne.

• At The Leader in Corning, N.Y. (evening, 16,432), two part-time telemarketers solicit new business to coincide with national observances such as Children's Dental Health Month and National Pasta Week. "I get a book of all the special dates," says CAM Mary L. Kosty. The effort, begun in early 1985, averages $2,000 a week in new business. "It's been wonderful," says Kosty, "and there is much more there" to be mined.

KEEPING COMPETITIVE. Daily newspapers are not the only ones trying to drum up classified business. Preliminary results of a survey of classified ad managers, reported last year to members of the Future of Advertising project's Classified Task Force, revealed the extent and type of competition.

After other daily newspapers, radio and television had the largest share of the automotive market, the survey revealed. In real estate, dailies' largest competitor was that fairly recent phenomenon—the magazine-like guide to homes on the market. For employment advertising, larger dailies got their principal competition from weekly newspapers, smaller dailies.

from shopping publications. Shoppers also were dailies' biggest competitor for classified advertising by individuals—so-called "private-party ads."

David R. Jolley, president and chief executive officer of Toronto Star Newspapers Ltd., chaired a FOA task force subcommittee that looked at daily newspapers' print competitors, particularly specialty advertising publications. The "great advantage" many such publications have over dailies is their ability to run photographs, Jolley says. "They have a very small distribution, so their rates are much cheaper," he adds.

One of his recommendations is "wherever possible, try to offer pictures for classifieds"—such as homes and automobiles for sale—at reasonable rates.

The Chicago Tribune is trying that. The Tribune had grown so much and become so expensive that it no longer was a "cost-efficient buy" for neighborhood real estate brokers, who turned to smaller local papers, primarily weeklies, says CAM David D. Williams. Not only were these publications cheaper, but they also offered high-quality photo reproduction.

In 1983, the Tribune began zoning its classified section. Two years later, when it got new printing facilities, it began offering photographs in the real estate section. At the same time, it rearranged its Friday classified tabloid section, leading with real estate classifieds and adding articles and other features on the subject. Last year, it carried "several hundred" pages of real estate ads with pictures, Williams says.

Other newspapers have created new sections. The Worcester, Mass., Sunday Telegram, for example, launched a "Homes" section last April. "We see it being used throughout the week," says CAM John J. Foley. "The buyers and brokers carry that package around."

Some newspapers have even taken on the specialty publications head-to-head. One is The Flint (Mich.) Journal, which publishes "A Picture Guide to Homes for Sale" every other week and distributes it free via participating advertisers and at drop-off points throughout the area. CAM Robert Vance says the newspaper decided to publish the guide because real estate advertisers expressed a desire for such a product. "When you walk into a customer today, you want to try to be able to say, 'Yes, I can do that,'" says Vance. "For years, I think newspapers spent too much of their time saying 'No, we can't do that.'"

Creative pricing schemes are another way newspapers are meeting the competition. The Bradenton (Fla.) Herald, for example, stresses multiple-insertion discounts. "It may cost only two or three dollars to run a three-line ad in a weekly publication, but that's only a one-time ad," says CAM David C. Munster. "We attempt to sell 15-time ads for a reasonable rate."

Like many other dailies, the Herald also has a special free-classified program. A two-line "Snap Ad" can be run free for three days if the item costs less than $50. Not only do free ads keep a daily newspaper competitive, they also keep ad count and readership up. "The more readers we have," Munster observes, "the more result potential we have for our advertisers."

Promotion is the key. "I believe that your private-party volume is in direct relationship to the amount of promotion you do," says Beverly A. Klein, vice president/advertising for Journal/Sentinel Inc. in Milwaukee. (See profile, p. 38.)

Promotion can also be effective in attracting business advertisers. Former CAM for The Milwaukee Journal and Milwaukee Sentinel, Klein in 1982 introduced a twice-yearly, major classified campaign called "Classified Jamboree." The promotion features a readership-building contest—this year it was a crossword puzzle with the answers found in the classified section. The first time the campaign ran, the promotion

© David Kamilos

Help-wanted ads are second only to auto advertising in classified linage.

accounted for 50,000 additional lines, says Klein. "Each year we have been building on that."

Although classified readership can be pumped up by such promotions, the chairman of a group of newspaper executives that has been studying classified readership, is concerned. John T. Williams, publisher of the Plano (Texas) Star-Courier and president of Harte-Hanks Community Newspapers, worries that classified readership has dropped and about "what that says about how solid our franchises are."

According to an analysis of readership studies conducted for NAB in 1979 and 1986, there apparently has been some slippage. In response, Williams' FOA Readership Subcommittee will develop a list of ways newspapers can achieve a "particularly effective and well-read" classified section.

The subcommittee already has found some key ingredients by examining a group of classified sections with high readership and another group of sections with lower numbers. "There were a number of things that were obviously important to a good classified section," says Williams. Among them:

- A large number of individuals' ads.
- A prominent location. Classified pages that led a section were better read than those that were sandwiched between sports pages, for example.
- A masthead or index that explains the categories.
- A minimum of abbreviations. Subcommittee members were

Perhaps the most eagerly awaited standards for classified advertising are those for the "remote entry" of ads via a personal computer.

baffled by some of the abbreviations they found—"3-2-2" for a house with three bedrooms, two baths and a two-car garage, and "wbfp" for wood-burning fireplace.

The subcommittee also is interested in determining whether there is "one best typeface" for classifieds, says Williams. It is working with The Poynter Institute for Media Studies in St. Petersburg on ways to improve the appearance of a classified section.

Related to appearance, of course, is format, and efforts are under way to bring a more standardized format to newspapers' classified pages.

Classified was excluded when the U.S. newspaper business adopted the Standard Advertising Unit system six years ago, and again three years ago when the SAU® system was refined to establish a 6-column format for most newspaper advertising. The current sentiment to standardize classified flows from the same desire that motivated newspapers to move to SAUs: to make it easier for advertising agencies and advertisers to "buy" more than one newspaper. "It (classified) is a complicated business," says Don Clark, director of classified advertising for the Los Angeles Times and chairman of the ANCAM Standardization Committee. "We are trying to simplify it."

Perhaps the most eagerly awaited standards are those for the "remote entry" of classified ads via a personal computer. The ANCAM committee hopes to offer recommendations at the association's convention June 21-24 in San Diego. In addition, Clark says, the committee is expected to suggest "basic guidelines" for

- Classified format. "Our general feeling at this time is we will standardize this in stages." The first stage would be the establishment of three standard formats—6-column, 9-column and 10-column. "Over the long term, I think you will see newspapers evolving to a 10- and a 6"-column format.
- Rate card standardization (as was done recently for other types of ROP advertising).
- Providing a standard number of tear sheets to various classified advertisers.

GROWING STATURE. With classified contributing more to newspaper revenues, publishers are paying more attention to classified departments and trying to upgrade them, their managers say. Besides the revenue factor, the specter of legal problems arising from classified ads is a major reason for greater emphasis on classified staff training and recruitment.

ANCAM President Lee C. Bollinger, classified advertising manager of The Press Democrat of Santa Rosa, Calif., recalls that

Unusual Examples Illustrate the Draw of Classifieds

Today, newspapers often use testimonials from satisfied customers to promote their classified sections.

In 1791, Dunlap's American Daily Advertiser in Philadelphia could have requested a humdinger of a testimonial—from President George Washington. The newspaper ran this ad: "WANTED: A steward for the Household of the President of the United States. Any person well qualified for, and willing to act in this capacity, may learn particulars by enquiring at the President's house."

Prominent people also have *responded* to newspaper classifieds. Until it gave up the practice in the early 1970s, the Association of Newspaper Classified Advertising Managers gave an annual award to notables who got their start by answering a help-wanted ad. The honorees included cartoonist Walt Disney, who in 1920 answered an ad for an artist in the Kansas City Star, and comedian Groucho Marx, who in 1905 responded to one for a singer with a vaudeville act in the New York Morning World.

Many newspaper classified advertising managers today can cite their own "most memorable" classified ad.

R. David Cherry, CAM at the Times-Union and Knickerbocker News in Albany, N.Y., recalls a poignant plea from a student for financial assistance so she could finish college. "I think it came to a happy ending," he says.

USA Today, which bills itself as "The Nation's Newspaper," had a happy ending to its brief run at being the nation's matchmaker. "Two people actually did meet, fall in love and marry through USA Today," reports Lise R. Chin, vice president, classified advertising. The newspaper learned of the success story last spring after it had eliminated the category for lack of response, Chin says.

Not all personal ads are as well-received. Gregory J. Ward, classified sales manager for The Charlotte Observer, recalls an episode at another newspaper in which a woman discovered that her husband had responded to a personals ad—and sent off her own scathing reply to the advertiser.

ABC TELEVISION NETWORK: YOUR SERVICES, such as they are, will no longer be required as of 12/20/86 —Jimmy Breslin —ADVT

Newsday CAM Lewis F. Roberts reports the paper has carried ads for lobster "parts" instead of lobster "pots"; "fortified men," instead of "four to five men"; "gross opportunity," instead of "growth opportunity"; and "gentile puppy," instead of "gentle puppy." The paper's policy in case of error is to rerun the ads for free, Roberts says.

Among the most unusual classifieds today are the ones that appear on the front page of The New York Times. These "reader" ads have been used to announce everything from a marriage proposal to a 50th wedding anniversary. Recently, New York Daily News columnist Jimmy Breslin announced his resignation from a late-night TV talk show via a reader ad. The ads are not cheap; they run $200 on weekdays, $260 on Sunday, with a two-line minimum and six-line maximum.

Front-page classifieds once were commonplace on a great many newspapers because they were used to fill columns, according to Times spokesman Leonard Harris, who adds: "We retain them for the same reason we retain so many things: tradition."

some years ago new staffers were seated next to an experienced telephone sales person to observe for three or four days before being turned loose on the telephone. Many "now have a two- to three-, even four-week training program," he says.

Peter J. Caruso, a Boston lawyer with a special interest in advertising law, calls the classified department a "fertile field" for legal problems in the newspaper. Of all the things newspapers can do to protect themselves, "first and foremost is training," he says.

Why is classified prone to legal problems? Caruso, who was CAM at the Lawrence (Mass.) Eagle-Tribune before he began practicing law, gives several reasons. Classified handles a "tremendous volume" of ads; most come from individuals, not business people; there is an immediacy to publication; most ads result from telephone conversations rather than face-to-face meetings with customers; and most classified staffs are large.

Caruso says classified staffers should know the legal constraints on the content of classifieds. For example, federal and state laws prohibit discrimination in the sale and rental of housing. Last year, the Justice Department filed suit against a Mississippi newspaper, alleging violations of fair housing law [**presstime**, Sept. 1986, p. 38].

Classified staffers also need to know what types of ads the newspaper may regard as taboo, even though they may be perfectly legal. Most newspapers have published "standards of acceptance" for classified advertising, Caruso notes. A second line of defense, he says, is the classified rate card, which should contain such things as a notice of the publisher's right to reject an ad.

Classified's growing stature is also reflected by the fact that when it comes time to fill advertising director positions, newspapers now tend to look for people with classified experience, says A. Dean Welch, vice president, classified, for The New York Times Regional Newspaper Group. "I think if you go back even four or five years, you'll find that the ad director's position was mainly filled through the retail advertising manager's position," says Welch. Even when a newspaper went outside its own staff to fill the slot, he notes, it seldom went to a classified advertising manager.

Agreeing with Welch is Raymond A. Jansen Jr., senior vice president and general manager of The Hartford Courant. Jansen, who himself started out as a classified telephone salesperson at Newsday, comments: "I don't know if you could say it's a trend, but it's certainly happening more than it did a couple of decades ago in this business."

Classified provides good preparation for higher management positions because "you have to deal with . . . so many 'publics' within the advertising community," Jansen maintains. He also says the "ultimate involvement" of readers with the newspaper is when they "put down money to buy advertising in that paper because they have faith that it will do the job for them. That requires that the classified manager be totally in tune with what the paper means to the community and how it fits the fabric of the lives of its readers."

Despite the increasing importance of the classified department to newspapers, and the increased recognition accorded the classified staff, the field does not attract college advertising students in appreciable numbers. "They have no interest in the area and very little knowledge of it as a career," says W. Ronald Lane, associate professor of journalism at the University of Georgia.

Part of the indifference can be traced to educators who do not spend much time on newspaper advertising in their classes, Lane says. But, he adds, newspapers share the blame for not doing a better job of selling themselves to advertising majors.

Classified provides good preparation for higher management jobs because "you have to deal with . . . so many 'publics' within the advertising community."

Durwood G. Canaday, chairman of the ANCAM Education Committee, concurs that the industry hasn't been effective in reaching students. As a consequence, newspapers are losing out on hiring bright young people for their classified departments, and the students are missing out on "one hell of a career."

Canaday, classified advertising director at The News & Observer and The Raleigh (N.C.) Times, says students "see classified as a low-end medium, where people only advertise their used cars and washing machines."

ANCAM plans to correct that misconception by providing course materials to college advertising programs. The Danville, Ill.-based association will seek educators' views on the form the material should take, Canaday says.

NEW TECHNOLOGY AND THE FUTURE. Not only the people working in classified departments but the tools they use have been upgraded in the past decade. Classified managers say flatly that the greatest trend to hit their departments during that time has been computerization.

It was the computer that allowed the telephone ad taker to become a seller, Baton Rouge's Conner points out. With a video display terminal, he says, "You can redo the ad for the customer right in front of you, make it a better ad—one that will get better results for the customer and better linage for the newspaper, too."

Computers first made inroads at classified departments, just as in newsrooms, in the form of VDTs driven by central computers. Today, as is happening elsewhere in the newspaper plant, personal computers are showing up in classified departments. (See story, p. 18.) Some newspapers also have gone to complete pagination of classified sections. Among the first was the San Jose Mercury News. One of the principal advantages of pagination, says CAM Beach, is that "it avoids the classification heads at the top of the page being pasted up incorrectly by a human being." The newspaper has been able to save $100,000 a year in error adjustments because of that alone, he says.

Pagination also has allowed the newspaper to extend its deadlines an hour. And, Beach says, it has put total control of the section in the hands of the classified department.

The Mercury News has been at the technological forefront in another way, too. It was one of the first newspapers to use a "voice mail" system in the classified department. Basically a sophisticated telephone answering machine, it is used to record messages left for the sales staff.

According to a report by ANPA Telecommunications Department, other newspaper classified departments have found additional uses for voice mail. For example:

- The Record of Hackensack rents "voice mailboxes" to customers for 72 hours after a classified ad runs. The mailboxes, which cost customers $10, are an electronic version of the traditional newspaper service of providing classified advertisers with a box number for replies.

Chicago Tribune CAM Williams and Project Manager Barbara Wentz review revamped classified section.

• The Rocky Mountain News offers customers a "Sale Saver" voice mailbox in conjunction with a classified. The customer may record a message with additional information about the ad, as well as receive recorded replies.

The ANPA report was prepared for a subcommittee of the FOA Classified Task Force that is also studying how competitors might use new technology "to take dollars away from classified," says Welch of The New York Times regional newspapers, the subcommittee chairman. The panel will examine how publishers can identify a "threat" in their markets and what they can do to counteract it.

Newspapers long have seen both an opportunity and a threat in electronic classifieds.

"I see at some point in the future the direct possibility that there will be a market for electronic classified. And I also see it possible that somebody else could have a go at that same market," says Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, and chairman of the ANPA Telecommunications Committee. "But I also think, from our point of view, that we have a good shot at it to begin with." Newspapers have the database and the reputation for being the place to go for classified advertising, Martz notes.

The Los Angeles Times recently looked at the potential for electronic distribution of newspaper classifieds and found little there. "We didn't think that the existing classifieds, as they are now constituted in the newspaper database, provided a lot of opportunity for republishing, either to consumers or to businesses," says James Holly, director of information services development of The Times Mirror Co.

However, says Holly, "possibly there are some better opportunities" if the ads were altered to make them more informative. For instance, an employment classified available in electronic form might contain additional information about the company that placed the ad.

Recently, the Times has been keeping its eye on a new practice of aerospace companies of putting a telephone number at the bottom of their employment classifieds, advising readers they can dial up additional employment information if they have a personal computer and modem. In the short term, Holly does not believe this ploy will adversely affect the newspaper's classifieds, unless it means that the jobs are filled faster and the ads do not run as long. However, over time, it could result in less employment advertising for the newspaper, he says, because companies might simply advise job-seekers to use the computer to obtain listings.

Newspapers also are keeping their eye out for the emergence of electronic Yellow Pages telephone directories.

The main difference between a Yellow Pages ad and a newspaper classified is that the former typically is updated only once a year, says Holly. If a Yellow Pages directory is available electronically and constantly updated, "then it at least begins to move in the direction of a business classified ad."

In some areas of the country, there already are "talking Yellow Pages" whereby a person dials a number and an operator provides the information being sought.

At least one newspaper company has gotten involved in that kind of enterprise. The Journal Co. of Providence, publisher of the Providence Journal and Bulletin, recently entered into a joint venture with a local entrepreneur to offer "Livewire" in the Providence area. Currently, operators provide information on more than 30,000 businesses, says David F. Donnelly Jr., director of electronic information services for the company. Soon, operators will be able to connect callers directly with businesses.

Telephone companies also are interested in the field. Cincinnati Bell Telephone Co. entered into an arrangement with Donnelley Information Technology, a division of the Dun & Bradstreet Corp., to provide a talking Yellow Pages service in Cincinnati.

The consent decree governing the breakup of AT&T currently prohibits the seven regional Bell operating companies from providing information services. (Cincinnati Bell is not a BOC and thus is not restricted by the decree.) But that prohibition would be lifted if the Justice Department gets its way. (See story, p. 45.)

The department has said in comments to U.S. District Judge Harold H. Greene that electronic classified ads would be "one of the benefits of unleashing the BOCS," notes ANPA Telecommunications Committee Vice Chairman Johnson. This suggests, "at least in the minds of some people in the Justice Department, that electronic classifieds should happen sooner than later," he adds.

Committee Chairman Martz says the newspaper industry would have a problem if a BOC launched an electronic classified service in its own service area. "The threat is still there of an anticompetitive situation if the telephone company has the monopoly bottleneck facilities."

Despite the potential of competition from electronic classifieds and the ever-present economic uncertainty, the chairman of the FOA Classified Advertising Task Force sees "a very bright future" for newspaper classifieds.

"I wouldn't forsee major change," says Ashton Phelps Jr., president and publisher of The Times-Picayune in New Orleans. But he says it will be "crucial" for newspapers to hold on to "private-party ads by making sure we offer them at attractive prices. Particularly, the metros must keep a good mix of private-party classifieds. It's vital to the readership and the role of classified as an active marketplace. That's what makes it tick."

In sum, the New Orleans publisher says he looks forward to a "fine-tuning of our classified operations rather than any radical overhaul. . . . The primary thing we are going to need to do is do what we have been doing, but do it better." □

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And, at the Chicago Tribune, Ann Landers will be surrounded with quantity. The Chicago Tribune's top circulation in the market—744,969 daily and 1,112,200 Sunday—is comprised of an affluent, discriminating readership.

Chicago's best read newspaper welcomes America's best read columnist...and her legion of loyal readers.

Chicago Tribune

A great Columnist deserves a great newspaper.

ABC Publisher's Statement, September, 1986

ESOPs

Getting a piece of the action

BY CLARK NEWSOM
presstime labor writer

Employee stock ownership plans, known as ESOPs, had their genesis in the newspaper business. But only a handful of newspapers have adopted the plans in which employees get "a piece of the action"—even majority ownership, if that's the desire of the owner setting up the plan.

The publisher of one daily with an ESOP, John T. McConnell of the Peoria (Ill.) Journal Star, says the main reason there are not more such plans in the newspaper business is "greed." He says an ESOP "may require a sizable financial sacrifice on the part of the owning families"—that is, instead of selling the property to an outsider for a large sum, the owner allows the company to remain in local hands.

Some benefits specialists also say that the plans are complex and difficult to administer, and this has been an impediment to their being more widely established.

On the plus side, ESOPs do offer tax advantages—even more so under the Tax Reform Act of 1986. And although McConnell does not expect the number of newspaper ESOPs to proliferate in the near future, he reports he has received "inquiries from publishers about what we're doing here."

In recent years, the biggest movement on behalf of newspaper ESOPs came from The Times Mirror Co. In 1985, the Los Angeles-based company added an ESOP to the employee benefits programs at three newspapers—the Los Angeles Times, Newsday of Long Island, N.Y., and The Morning Call in Allentown, Pa. The program may be extended to other Times Mirror newspapers in future years, according to the company.

The three-paper ESOP holds about 3 million shares, or 4.8 percent, of Times Mirror common stock, which was purchased with $150 million in bank loans over a 10-year period.

Employee ownership advocates have long held that employee-owned firms tend to be more productive and successful than firms without ESOPs. "The ESOP gives employees a chance to participate in the ownership of the company," says James D. Boswell, vice president of employee and public relations at the Times. "We feel employees who share ownership will have a greater commitment to the company's success."

Also in 1985, Persis Corp., the principal subsidiary of which is The Honolulu Advertiser, adopted an ESOP that now owns 30 percent of the company.

The Cape Codder of Orleans, Mass., also is about 30-percent owned by its employees through an ESOP set up in 1981.

"We didn't have a formal pension plan before," says Paul Donham, vice president of the semiweekly, and the stock ownership program helps provide for employees' long-term financial needs.

It is a "morale builder," says Donham, who notes that although he cannot prove the ESOP is totally responsible, "profits have increased the last six years."

TAX BENEFITS. But an employee stock-ownership plan is much more than something to buoy employees' spirits. Under current federal estate tax law, an ESOP "enables the owner to have a vehicle to dispose of his stock" with better tax consequences than selling to other parties, Donham says.

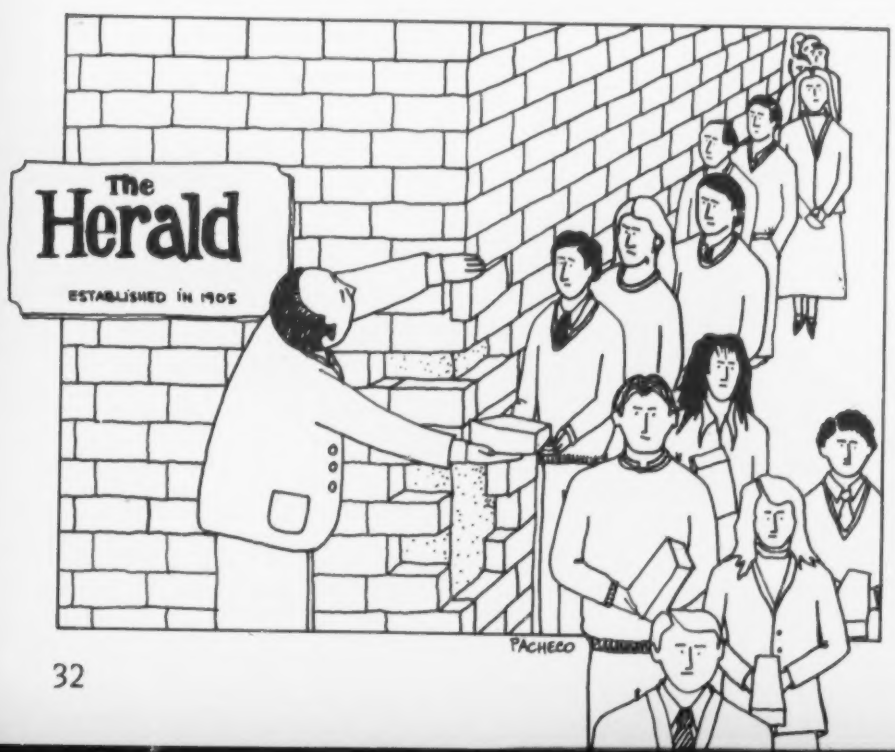
The ESOP also gives the owner peace of mind that there will be "continuity" to newspaper operations—that is, the newspaper will continue publishing under local ownership after the death of the owner.

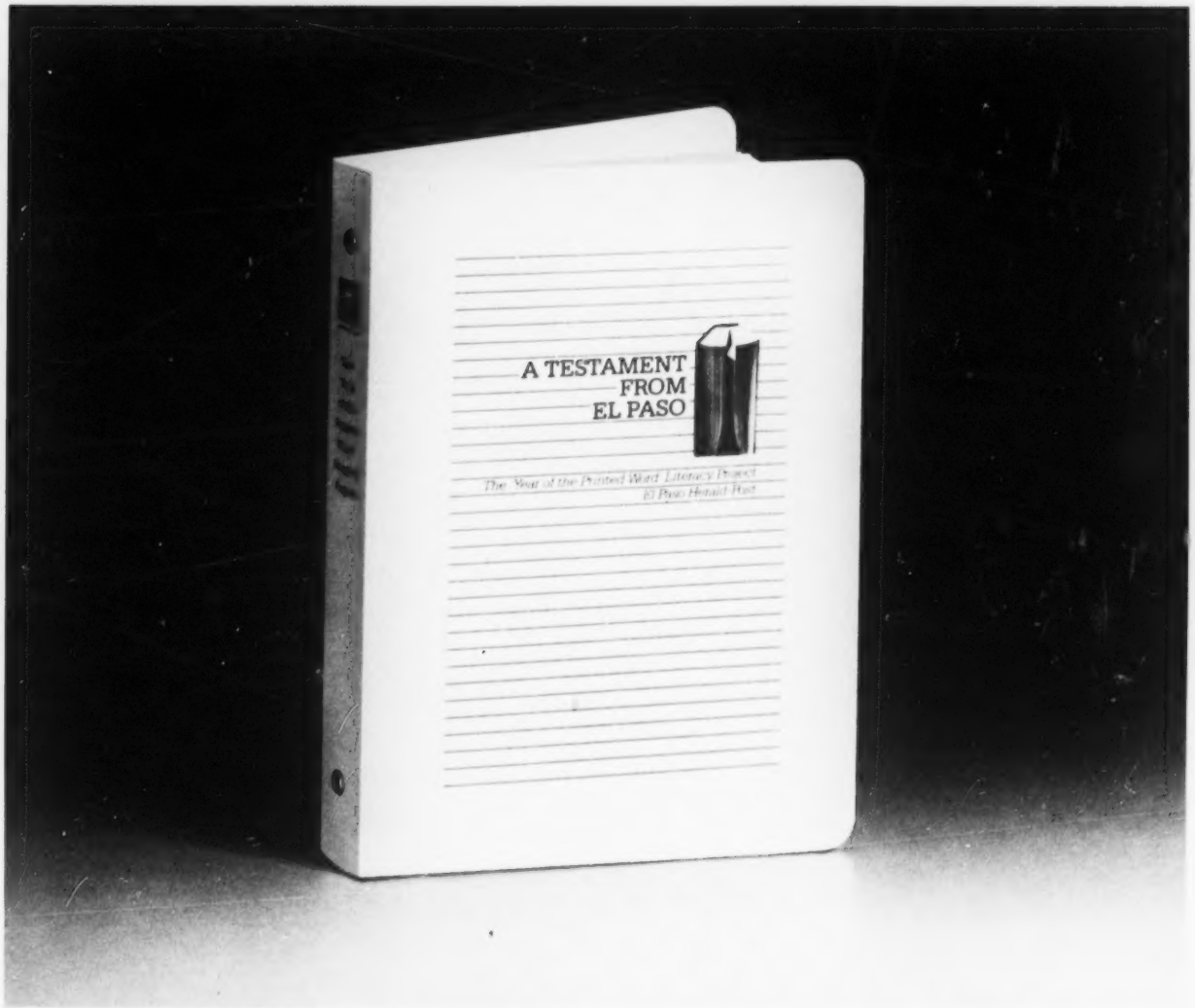
However, despite their apparent advantages for employees and owners alike, there are only about 7,500 ESOPs in all U.S. industry and proportionately few—a handful, experts say—in the newspaper business.

The ESOP concept was developed in 1957 by Louis O. Kelso, a San Francisco investment banker, lawyer and author, as a way for the owner of Peninsula Newspapers Inc. of Palo Alto, Calif., to convert the company to employee ownership. (Twenty years after the Palo Alto ESOP was established, the newspaper was sold to Tribune Co. of Chicago and the program ended.)

The plans did not catch on until 1974, when then-Sen. Russell B. Long (D-La.) persuaded Congress to provide such plans with a series of tax benefits and a legal framework—the Employee Retirement Income Security Act, or ERISA—within which to operate. Since then, according to the National Center for Employee Ownership in Oakland, Congress has passed 16 different laws encouraging employee ownership.

ESOPs generally are viewed as retirement plans that invest primarily in company stock. Unlike plans in which workers can





OPENING DOORS TO A WIDER WORLD: A TESTAMENT FROM EL PASO

"The time has come to preach the word, the printed word, to celebrate reading and its many rewards; to defend the greatest civilizing force in the history of mankind against the ravages of inadequate education and social neglect."

With these words Jay Ambrose, editor of the El Paso Herald-Post, launched what is perhaps the most comprehensive literacy program in America. The Herald-Post has organized or helped sponsor more than 30 community literacy projects during "The Year of the Printed Word."

To help other interested newspapers organize similar projects, Ambrose has summarized his experience in a handbook, "A Testament From El Paso." Published by Scripps Howard Newspapers in Cincinnati, it describes both what worked and what didn't. A copy is being mailed to the editor of every daily newspaper in the United States.

"A Testament From El Paso" gives new meaning to the power of the printed word.

Additional copies of the booklet are available at $2.25 per copy from The American Society of Newspaper Editors Foundation, P.O. Box 17004, Washington, D.C. 20041.

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ESOPs generally are viewed as retirement plans that invest primarily in company stock. Employees receive shares at no charge based on length of service and straight-time salary.

purchase stock through payroll deductions, employees do not put up any money in the ESOP. They receive stock in the plan at no charge and based on length of service and straight-time salary. Annual statements on the value of ESOP accounts are furnished annually to each member.

ESOPs also offer at least one unique advantage: They are the only employee benefit plans that can borrow money. Typically, an ESOP borrows money from a bank and gives it to the newspaper in exchange for stock. The ESOP repays its bank loan from annual payments the company makes to the ESOP.

All three parties come out ahead: The ESOP gets richer, the newspaper gets working capital and can write off the annual payments as a business expense, and the bank gets a loan on which it is required by law to pay tax on only half the interest payments.

In Peoria, the four-year-old ESOP owned 82 percent of The Peoria Journal Star Inc.'s stock as of Dec. 1, 1986. The ESOP obtained a $25-million, 10-year bank loan in 1986 to acquire additional stock. Fred L. Bergia, business manager and controller, says the ESOP will hold 100 percent of the stock by 1996 "or sooner."

The stock price has doubled in three years. "Even with the sluggish economy in Peoria, it's been a very successful program from a financial standpoint," says Bergia. "Employees have seen their accounts go up dramatically. Also, it's kept the newspaper locally owned," which was the intent of President and Chairman Henry P. Slane when he established the plan.

There are at least four other ESOPs in the newspaper business [**presstime**, Aug. 1983, p. 36]—at The Columbian of Vancouver, Wash., and The Daily News-Miner of Fairbanks, Alaska, both started in 1975; at The Salt Lake Tribune in Salt Lake City, which was launched a year later and The Cedar Rapids (Iowa) Gazette, which established an ESOP in 1986.

The State-Record Co. of Columbia, S.C., established an ESOP in 1984, but it was terminated with payouts to employees in December 1986 after the company was acquired by Knight-Ridder Inc.

[In addition to newspapers with ESOPs, several other papers have employee-ownership programs that are not ESOPs as defined by tax law. Examples include The Milwaukee Journal and Milwaukee Sentinel, and the Omaha World-Herald.]

NEWSPAPER ADVANTAGES. Some observers predict that tax advantages provided in the new tax law will be the impetus ESOPs have needed to become established at more newspapers.

The new law contains changes that preserve tax advantages to a newspaper owner who establishes an ESOP while giving the owner added protection against loss of control of the newspaper's operations. These changes are "very favorable toward newspapers," says John A. Beam III, an associate in the Nashville law firm King & Ballow, which has numerous newspaper clients.

The act applies two special rules for newspapers whose stock is "not publicly traded and a substantial portion of whose business consists of publishing a newspaper for general circulation on a regular basis."

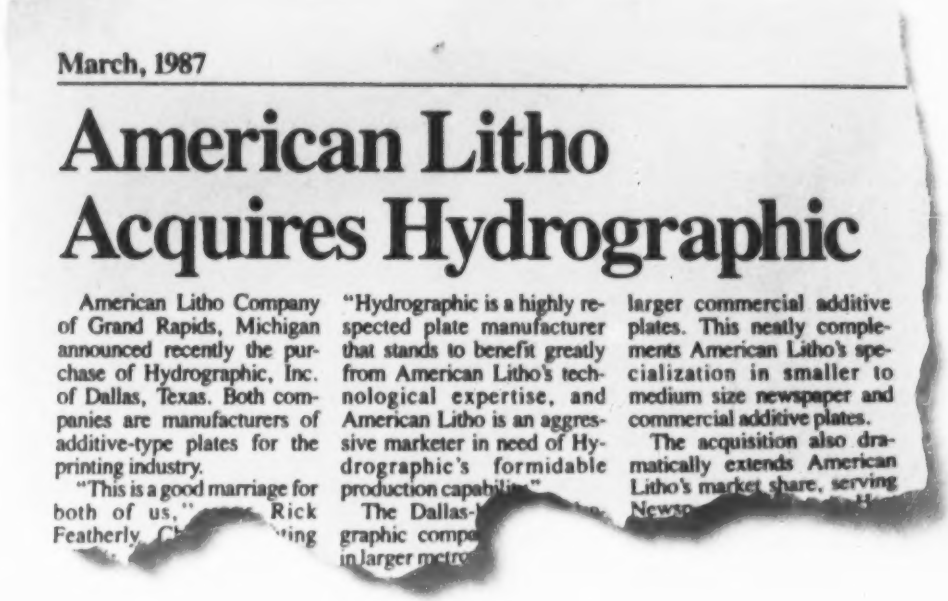
First, Beam says, for an ESOP holding newspaper stock not registered with the Securities and Exchange Commission, the new law eliminates a requirement that each participant be allowed to vote on certain corporate issues. This special rule gives the plan trustee control of major corporate decisions, such as selling the business.

Second, the law permits newspaper ESOPs to acquire non-voting common stock. This means plan participants would not attain a position of being able to control the business. Additionally, creating a non-voting class of stock could reduce potential estate tax liability for a closely held newspaper by providing multiple-ownership discounts in the valuation of newspaper stock for estate tax purposes.

Corey Rosen, executive director of the National Center for Employee Ownership, says ESOPs are among the least understood business developments of recent years. "They are very flexible vehicles that can be used for a variety of purposes," he says.

But Rosen adds: "How well they meet the needs of employees and management depends on how well they are used." □

We're making more than just headlines.



March, 1987

American Litho Acquires Hydrographic

American Litho Company of Grand Rapids, Michigan announced recently the purchase of Hydrographic, Inc. of Dallas, Texas. Both companies are manufacturers of additive-type plates for the printing industry.

"This is a good marriage for both of us," [illegible] Rick Featherly, [illegible]ing

"Hydrographic is a highly respected plate manufacturer that stands to benefit greatly from American Litho's technological expertise, and American Litho is an aggressive marketer in need of Hydrographic's formidable production capabili[illegible]"

The Dallas-[illegible] graphic compa[illegible] in larger metro[illegible]

larger commercial additive plates. This neatly complements American Litho's specialization in smaller to medium size newspaper and commercial additive plates.

The acquisition also dramatically extends American Litho's market share, serving News[illegible]

When a young, aggressive company acquires an older, established industry leader, *that's* news! And that's exactly what happened when American Litho recently announced its acquisition of Hydrographic, Inc.

But *this* news-making partnership means a lot more than just headlines.

It means an expanded product line for both companies. And greater production capacity.

It means improved service. And faster turnaround and delivery times.

It means we've combined American Litho's technological expertise and fanatical devotion to quality with Hydrographic's long-standing leadership in the industry.

It means you're going to get the best of the old and the new.

In short, it means we've created a company that will set a new standard for quality... for innovation ... and for service.

So, after you've seen the headlines, get the full story on how *you* are going to benefit from the American Litho/Hydrographic team.

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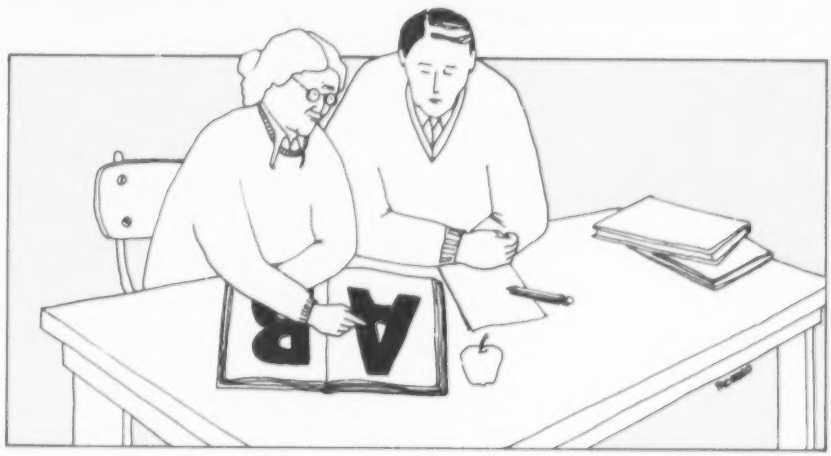
The Payback for Tutoring Is Watching a Face Light Up

BY MARTHA SMITH



For a year, a 50-year-old man and I have worked together so he can learn to read. He completed nine grades in a New York public school system, but he couldn't read. His confused alphabet had only 19 letters.

"I've faked it all the way," he said at the beginning of our classes.

This man faked it very well. He is financially secure and successful in the business he owns with his wife. If something required reading, his wife did it. Nobody except his wife knew he was unable to read.

He told me that when we were almost three months into his new learning. By that time he'd enjoyed some exciting mental adventures. From the day he could recognize "a as in apple," he was sailing on a voyage of discovery equal to Marco Polo's.

Soon he could write a love-letter to his wife—very short and simple—something he longed to do for more than 20 years. Now, he says, he pens her a brief note almost daily. She likes the lessons, too; she's very proud of him.

Now he visits the public library, clawing through the new "young adult" books. He browses in bookshops. He even bought a book about his hobby, photography. Sadly, he found that book too difficult; but not forever, he says. The man still strives.

He enjoys the lessons; he finds funny things. An early struggle with the difference between "this" and "the" brought this wry comment: "If you move the letters around in 'this' you can make another word." The astonished tutor said, "Yes, but we won't find THAT word in these lessons."

He took his wife on a brief holiday. For homework he produced a short story, "My Vacation." He had some odd spellings and some curious grammatical constructions, but it's a triumph. Seven months earlier he could not write a sentence.

He likes the easy crossword puzzles provided by the local Literacy Council. He gets two of them when the tutor thinks he earned A-plus.

About two months ago his skill in reading improved markedly. When he could recognize basic marks of punctuation, his reading aloud made a quantum leap ahead. At first he read in a monotone; now he can make the sentence a question, and he elevates his voice when he sees an exclamation point.

Sometimes he despairs of remembering everything. Then I show him a piece of his earlier work, and his face lights up with joy because he can view his own progress.

He's very good with numbers; practice at home now enables him to spell out the numbers he needs to write a check. He says he could never write a check before these lessons.

I was not trained to be a teacher; he asks questions I can't answer. At this time he is in the area of "long i" sounds and spellings. He doesn't understand why "igh" is long in "high" or "flight," but not in "eight" or "freight." Neither do I. My stock answer must be: "I do not know why. After a while you will connect the word with other words in the sentence and simply recognize it."

He says, "I will never remember all of this." I say, "If I can, so can you." Then his jaw tightens. I see determination in his eyes and he says, "Well, maybe so."

One of his big ambitions is to read a newspaper, especially the classified ads. His business involves buying old rat-trap houses and refurbishing and repairing them for resale. He needs to read the ads.

He wants to read the stories about zoning and politics in the local community. He hates it when friends discuss current events in national and international news and, he says, "I just sit there like a dumb zombie because I can't read the paper."

He will soon stop feeling like a zombie, because already he can read headlines and grocery-store ads. That's part of the lesson plans.

We are now in the last book of instruction. By late May our adventure together will end.

We meet twice a week for one hour of work each time. He wants to meet more often and work longer. This is not possible; my own life prevents more frequent meetings. More than an hour of concentrated effort and I discover his brainwork slows—not to speak of my own.

In a way, tutoring is like rearing a child. It's wonderful to note his progress and realize I help him. To watch him write a practice check for "Three hundred and thirty-four and 52/100" is as big a thrill as viewing your child exhibit sterling table manners.

It's a glorious experience to be a tutor. I will be sad when we complete the course. □

Martha Smith is the wife of Stanford Smith, who was ANPA general manager from 1960 to 1975. They live in Satellite Beach, Fla.

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Beverly Klein

Small, Steady Steps Lead Part-time Sales Rep To the Top

BY MARGARET GENOVESE
presstime staff writer

Few newspaper people look back on a strike with fondness. Beverly A. Klein does.

Hired in 1961 as a part-time telephone sales representative in the classified department, she had only been on the job a few months when the mailers' union struck The Milwaukee Journal—the first strike the newspaper had ever experienced.

"All other employees in the company just pitched in and did everything they could in the spirit of cooperation," says Klein. Instead of answering phones, she found herself composing the classified pages.

That 26-day walkout was the start of a 26-year love affair with newspapering in general and The Milwaukee Journal and Milwaukee Sentinel in particular for Klein, now vice president-advertising director for Journal/Sentinel Inc. The spirit that infused the newspaper was "contagious," she says. "I picked it up, and I never lost it."

The story of Klein's rise from the phone room to the executive suite is one of a series of small but steady steps. First to full-time telephone sales, then classified copy editor, training supervisor, sales supervisor and telephone sales manager.

In 1977, she became classified advertising manager. Although many women were classified managers at smaller newspapers, it was still unusual for a woman to be found at the helm of a major metropolitan newspaper's classified department. However, that is changing. According to a national survey, "The Media in the '80s," almost a quarter of the newspapers with over 100,000 circulation now have female classified managers [presstime, Oct. 1986, p. 31].

"This is the way it is throughout the workforce now," says Klein. "Women are staying in the workforce. They are striving for goals that they no longer consider unreachable."

In 1982, she was elected president of the Association of Newspaper Classified Advertising Managers, the second woman to hold the office. A 1985 article published by ANCAM says Klein's name is "perhaps . . . mentioned more than any other when discussing influential women in classified."

In 1984, Klein was named advertising manager for the Milwaukee papers, becoming an example of another trend some see emerging at newspapers: the increasing tendency to promote classified managers to advertising director. A year later, she got the additional title of vice president of the company.

"I think that her particular career path has given her an excellent background of the details of advertising, and yet she transcends that and understands the big picture extremely well," says Mal Malette, director of development for the American Press Institute in Reston, Va., where Klein is a frequent discussion leader on advertising and marketing.

"She makes it a point to know her business, and she's been very successful at it," says Marvin C. Veal Jr., former classified advertising manager recently promoted to assistant advertising director of The Dallas Morning News.

Although Klein no longer has daily responsibility for classified advertising, it comes within her purview as advertising director. She also is chairman of a subcommittee of the Future of Advertising project's Classified Task Force.

Classified is a "sleeping giant," according to Klein, a category that will continue to grow and expand. She also expects growing recognition of classified's importance to newspapers. "I think there are some papers that have always recognized the vast importance of classified," she says. "I think as more and more newspapers have leaders who come up through the classified ranks we will see more of this."

Colleagues describe Klein as energetic, enthusiastic and optimistic.

"She's always up," says Abigail J. Nash, vice president-promotion director for the Milwaukee papers. "She always sees the potential benefit in programs and ideas."

A rapid-fire talker, Klein packs a lot of activity into the workday by getting an early start. "She's given to holding breakfast meetings at 7 in the morning, and frequently I'm invited to those meetings," says Journal/Sentinel President Robert A. Kahlor. Although Kahlor admits "that's not my best time of the day," he says "that's the way she is. She's a hard driver."

Klein has "led the way to managing change in our organization," Kahlor adds. She was responsible for directing the computerization of the classified department and is now working at developing incentives for advertisers to increase business.

She is so sensitive to her responsibilities, confides one co-worker, that she has put off buying a new car because, with automotive advertising so important to the papers, she does not want to risk alienating any dealers. This "fence-sitting" has made her the object of some kidding at the papers.

A Milwaukee native who attended Mount Mary College, a small, Catholic women's school there, Klein, 59, says her greatest satisfaction as a manager has been watching the development of young talent. "When I became classified manager, our publisher at that time said to me, 'Always remember that the most important part of your job is to hire, train and develop the people who will someday be running this paper.' I have never forgotten that, and I have always tried to work with that in mind."

She also has taken an active role outside the newspapers to encourage young people to consider newspaper careers, participating in student activities sponsored by the Milwaukee Advertising Club, on whose board of directors she serves.

A member of the executive committee of the International Newspaper Advertising and Marketing Executives, she also is chairman of the advisory committee for the INAME Foundation. In the past two and a half years, the foundation has raised $1.56 million from newspapers for a program to increase the visibility of newspaper advertising in college advertising programs.

In the past, newspapers have not done as good a job as some other media in working with college advertising professors, Klein says. However, the industry today is "vitally interested in educating students (about) our industry, and we are willing to put our money to back this concept," she says.

The mother of five children and a grandmother, Klein says she "likes to stay active" by participating in aerobic exercise classes three days a week and playing golf.

"Most of all," she says, "I love my work. I love what I'm doing, and I can get very excited about this business and the people in it." □

Publishers on Parade

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COURTS

Supreme Court to hear two press cases

The U.S. Supreme Court will review cases involving newsracks and the First Amendment rights of high school journalists.

In the newsrack case, the justices agreed to hear Lakewood, Ohio's, appeal of a lower court ruling that struck down part of the city's newsrack ordinance. The overturned portion governed permits, design and insurance for newsracks.

The ruling by the 6th U.S. Circuit Court of Appeals also had upheld Lakewood's ban on newsracks in residentially zoned areas [**presstime**, Feb. 1987, p. 38]. That part of the ruling, however, is not being appealed.

The Supreme Court action has newspaper interests concerned that the justices could reinstate the struck-down portion of the ordinance while the residential ban would continue.

In the second case, the Hazelwood, Mo., School District obtained review of the 2-1 ruling by a panel of the 8th U.S. Circuit Court of Appeals that its censorship of a student newspaper was unconstitutional because the publication constituted a "public forum" [**presstime**, Feb. 1987, p. 38].

The school district contends, and the dissenting appellate judge agreed, that school officials may "edit" certain controversial student articles because they are legally liable for them.

ANPA is studying the possibility of filing a friend-of-the-court brief in the newsrack case.

Another cause that has drawn some newspaper interest is that of Hustler magazine Publisher Larry Flynt's appeal of a $200,000 jury award to evangelist Jerry Falwell for "intentional infliction of emotional distress." The Supreme Court has been asked to review the case but has not yet taken action on the petition.

Among those who have filed friend-of-the-court briefs in an effort to get the decision overturned are the Reporters Committee for Freedom of the Press, Richmond (Va.) Newspapers Inc. and The Free Lance-Star Publishing Co. of Fredericksburg, Va.

The verdict against Flynt stemmed from a parody, bearing a disclaimer, of a liquor advertisement featuring Falwell's picture, and a fictitious interview describing an incestuous relationship with his mother.

A U.S. District Court jury in Roanoke, Va., did not uphold Falwell's libel or invasion of privacy claims against the publisher, but it made the emotional-distress award that was subsequently upheld by a three-judge panel of the 4th U.S. Circuit Court of Appeals.

"The way it now stands, a hard-hitting cartoon could easily be found to 'inflict emotional distress' on Ronald Reagan," said Charles S. Rowe, editor and co-publisher of The Free Lance-Star and chairman of the ANPA Government Affairs Committee.

The Supreme Court also declined recently to review two cases involving the press.

In one case, the court let stand a ruling from the 11th Circuit that the public is not entitled to see names of unindicted co-conspirators in a criminal case. Although it had released the names of the unindicted co-conspirators to the indicted defendants in a Florida racketeering case, the prosecution claimed the list did not constitute a court record that "traditionally has been available . . . to the public."

In response to a challenge filed by The Tampa Tribune, a U.S. District Court ordered the list sealed to avoid "publicly branding" the unindicted co-conspirators associated with the 45-count indictment against 30 defendants.

In the other case, the justices let stand an Alabama ruling that a libel suit can proceed against a Mobile, Ala., television station. The gist of the Alabama ruling is that news organizations have no constitutional privilege to repeat false, defamatory statements even if they were made at a public meeting on a matter of public concern and are neutrally reported.

A Mobile official is suing station WKRG-TV for reporting false accusations leveled at him during a meeting of a citizens' group. The station reported the accusations, as well as denials from two sources. □

Media groups voice concern over Winans case

Ten media organizations have jointly filed a friend-of-the-court brief in the U.S. Supreme Court on behalf of R. Foster Winans, former financial columnist for the Wall Street Journal whose conviction for securities fraud is being reviewed by the court [**presstime**, Jan. 1987, p. 43].

The organizations contend that Winans' conviction for unlawful trading in securities based on knowledge he obtained as a reporter "threatens infringement of First Amendment rights" because the conviction was not based on a violation of any duties related to the securities market, but rather on a violation of Winans' duty to his employer under the Journal's code of ethics.

Such a conviction makes the government an enforcer of "vague ethical obligations of a reporter to his employer" and portends a government influence to restrain publication, the media groups contend. □

Weekly suspends operation after ruling

Publishers of the Brunswick (N.C.) Free Press, fined $6,000 by a federal appeals court for running ads first produced by a rival weekly, said they have suspended publication and will have to sell the paper or go out of business if their further appeals fail.

In addition to the fine, the 4,000-circulation weekly Free Press was ordered to pay still-unspecified legal fees of the rival weekly, The Brunswick Beacon. Bernard C. and Lou Hopchas, the husband and wife who co-own and publish the Free Press, estimate that they would have to pay $40,000-$50,000.

They are asking for reconsideration of the case by the entire 4th U.S. Circuit Court of Appeals.

A three-judge panel of that court ruled 2-1 that The Brunswick Beacon held the copyright to three ads which it had produced, according to provisions in the Copyright Act of 1976 giving the copyright to the party that performed the creative work. The ads had been republished in the Free Press on the authorization of the advertisers—and, the judges noted, at lower rates than those charged by the Beacon. The Beacon had included a copyright notice on the ads and registered the copyrights.

The Free Press argued that it had not infringed on the copyright because the advertisers held the copyright for their ads. The dissenting judge agreed with the Free Press, saying that an advertiser who pays to have an ad produced should retain control of its publication.

Lawyers on both sides said the ruling would have significant effect on the way some smaller newspapers and their advertisers do business. The ruling places the burden on the advertiser to obtain a written agreement with a newspaper that has designed an ad should the advertiser want to claim a copyright for republication purposes. □

North Carolina law prevents gag-order problems

The kind of restraining order issued by a federal judge against The Providence Journal and its editor could not happen in the state judicial system of North Carolina. That's because the General Assembly there enacted a statute in 1977 that prohibits gag orders by state judges and automatically renders them "null and void and of no effect."

"No person shall be punished for contempt for the violation of any such void rule or order," the statute says.

William C. Lassiter, longtime general counsel for the North Carolina Press Association and now counsel emeritus, recalled that the association started lobbying for such a law following two U.S. Supreme Court decisions in 1975 and 1976 rendering invalid the gag orders of lower courts seeking to prohibit publication of public information.

"The General Assembly responded favorably" to the press association's arguments, Lassister said. The result, he said, is that "no person can lawfully be punished for violating such an order" even if the individual did not take steps to have it invalidated beforehand.

Lassiter's recollections were prompted by the case in which a federal judge convicted The Providence Journal and its executive editor for contempt because they violated his order not to publish information, gained through the Freedom of Information Act, about a reputed organized-crime figure. The convictions were later overturned by a panel of the 1st U.S. Circuit Court of Appeals, but a special prosecutor has asked the full court to review that ruling [**presstime**, March 1987, p. 48].

Lassiter observed that "to cover a situation like that involved in The Providence Journal case, a federal statute would be neccessary." But he said newspaper editors and publishers in states other than North Carolina "should be interested in attempting to obtain legislation" that would protect them from state-issued gag orders. □

IRS may appeal ruling to allow depreciation of subscription lists

The Internal Revenue Service is considering an appeal to the U.S. Supreme Court of a court decision that the subscription list of an acquired newspaper is a depreciable asset with a limited useful life.

A three-judge panel of the 8th Circuit U.S. Court of Appeals Jan. 20 voted 2-1 to uphold a lower court's judgment in favor of Donrey Media Group, thereby challenging the IRS's position that the value of such a list is "goodwill" and therefore non-deductible.

The panel affirmed the verdict of a U.S. District Court jury that the subscription list of The Washington (Ind.) Times-Herald, which Donrey acquired in 1972, had a value separate and apart from goodwill, that value being $599,406, with a useful life of 23 years [**presstime**, Aug. 1985, p. 36].

Donrey filed the action in 1985 to recover $50,000 in taxes and interest paid following audits of its 1977 and 1978 tax returns, which disallowed a deduction for depreciation of the subscription list.

The IRS has contended that the subscription list was not depreciable as an intangible asset because it did not have a value apart from "goodwill" and because it did not have a limited useful life that could be ascertained with reasonable accuracy.

The court noted in its opinion that the IRS had argued before and during the trial that a jury should decide the matter. "Only after the jury resolved these issues in a way unfavorable to the government did it assert that these lists were non-depreciable goodwill as a matter of law," the opinion said. □

Tavoulareas verdict overturned

The full U.S. Circuit Court of Appeals for the District of Columbia March 13 threw out a jury's $2-million libel verdict against The Washington Post, ruling that a 1979 story saying that former Mobil Corp. President William P. Tavoulareas had "set up" his son in business was "substantially true" and not libelous.

The 7-1 decision was the third reversal in the case, and perhaps a final victory for the Post. The court said the trial judge, U.S. District Judge Oliver Gasch, was right back in 1982 when he found insufficient evidence to support the libel award and threw out a jury verdict for Tavoulareas [**presstime**, July 1985, p. 54]. □

Florida court curbs press access to depositions

Several newspapers have asked the Florida Supreme Court for a rehearing of its 4-1 decision in February that criminal depositions do not become public until they have been transcribed and filed with a trial court.

Palm Beach Newspapers Inc., The Miami Herald Publishing Co. and the News and Sun-Sentinel Co. of Fort Lauderdale contend that the ruling does not represent a constitutional majority of the court, said Richard Ovelmen, general counsel for The Miami Herald.

Although the court has seven justices, only four who voted in the decision are current justices, and they split 3-1. The fourth vote came from a retired justice who had heard the case last April but had since left the bench; he was brought in, for lack of a quorum, to participate in the case.

If it stands, the decision threatens to halt the practice of recent years whereby Florida reporters attend depositions in newsworthy cases.

The state's news media believe that because depositions often are crucial to the outcome of a case, they should be considered pretrial judicial proceedings.

The issue is complicated by the fact that Florida, like many other states, followed the federal lead several years ago in abolishing requirements that all depositions be filed in court. Suddenly, a whole class of documents that traditionally had been public no longer fell under any public-disclosure requirement, Ovelmen said. Thus, reporters frequently gained access to depositions only by attending them.

Prior to the Florida Supreme Court's ruling, media attorneys believed they had an excellent chance in pressing the issue there because the Supreme Court and lower Florida courts often have favored press interests in the past.

"Florida was the very best state to be in and still is, generally, in public records and access. This decision changes that dramatically," Ovelmen said. "If it holds up, it will be a big departure for Florida."

Several other cases involving access to depositions under different circumstances also are awaiting review by the Florida Supreme Court.

"Basically, we are asking for a complete rehearing, but if they don't do anything else in this case, they at least ought to provide access to the unfiled transcripts, and then we'll see what happens in the other cases," Ovelmen said. □

LEGISLATION

'Inert' FTC gives impetus to ad ban, Florio says

Opponents of a bill to ban the advertising of tobacco products should make sure that the regulatory apparatus is in place to deal with advertising abuses, Rep. James J. Florio (D-N.J.) warned the ANPA Government Affairs Committee at its semiannual meeting March 5-6 in Washington, D.C.

Florio, a member of the House Commerce Committee, said the Federal Trade Commission has jurisdiction over advertising, but the agency is "inert." The FTC "has not done anything of consequence to justify its money for the last five or six years," he said.

Florio also observed that another federal regulatory agency, the Consumer Product Safety Commission, currently is prohibited from reviewing tobacco products.

He told the newspaper executives that opponents of legislation to prohibit tobacco advertising should be "in the forefront" of support for an "FTC that works" or for review of tobacco products by an agency such as the CPSC.

Subsequently, the ANPA committee agreed to continue its opposition, on First Amendment grounds, to a legislative ban on tobacco ads [presstime, Sept. 1986, p. 39].

The committee also:

- Expressed concern about hostage Terry Anderson, Middle East correspondent for the Associated Press. Subsequently, ANPA Chairman and President Alvah H. Chapman Jr. wrote Secretary of State George P. Shultz, asking that he "continue to put hostage release as a very high priority in your activities, and that you insure that every proper means is used to achieve freedom for Terry and the other hostages."

Chapman, chairman and chief executive officer of Knight-Ridder Inc., noted that the second anniversary of Anderson's having been taken hostage in Beirut, March 16, coincided with the United States' observance of Freedom of Information Day.

- Voted to recommend to the ANPA Board of Directors that the Association support the proposals on fighting censorship contained in the "Declaration of London," issued at the recent Voices of Freedom '87 conference in London [presstime, March 1987, p. 51].
- Was told that major trade legislation introduced by Senate Finance Committee Chairman Lloyd Bentsen (D-Texas) contains a proposal for a 1-percent duty on all imported products, including newsprint, to fund a worker-retraining program.

Newsprint became subject to a .22-percent customs user fee last December, with a .04-percent port-user fee scheduled to take effect April 1 [presstime, Nov. 1986, p. 52].

- Learned that congressional hearings will be held in May on circumvention of the Government in the Sunshine Act, the federal open-meetings law.

In a related development, the committee was informed that the American Bar Association has proposed guidelines to federal agencies and courts on the interpretation of "meeting" under the Sunshine Act that could result in more closed meetings.

"We expressed concerned that the proposed definition, which is a very narrow one with exclusion of 'briefing sessions and exploratory discussions of commission members,' could lead to widespread abuse and more closed meetings," said Katharine P. Darrow, chairman of the ANPA Legal Affairs Committee, co/chairman of the ANPA/ABA Task Force and general counsel of The New York Times. Co. □

William M. Boyd (left) of The Home News Publishing Co., New Brunswick, N.J., and Douglas H. McCorkindale (center) of Gannett Co. chat with Rep. Florio.

REGULATIONS

Expedited JOA hearing denied in Detroit

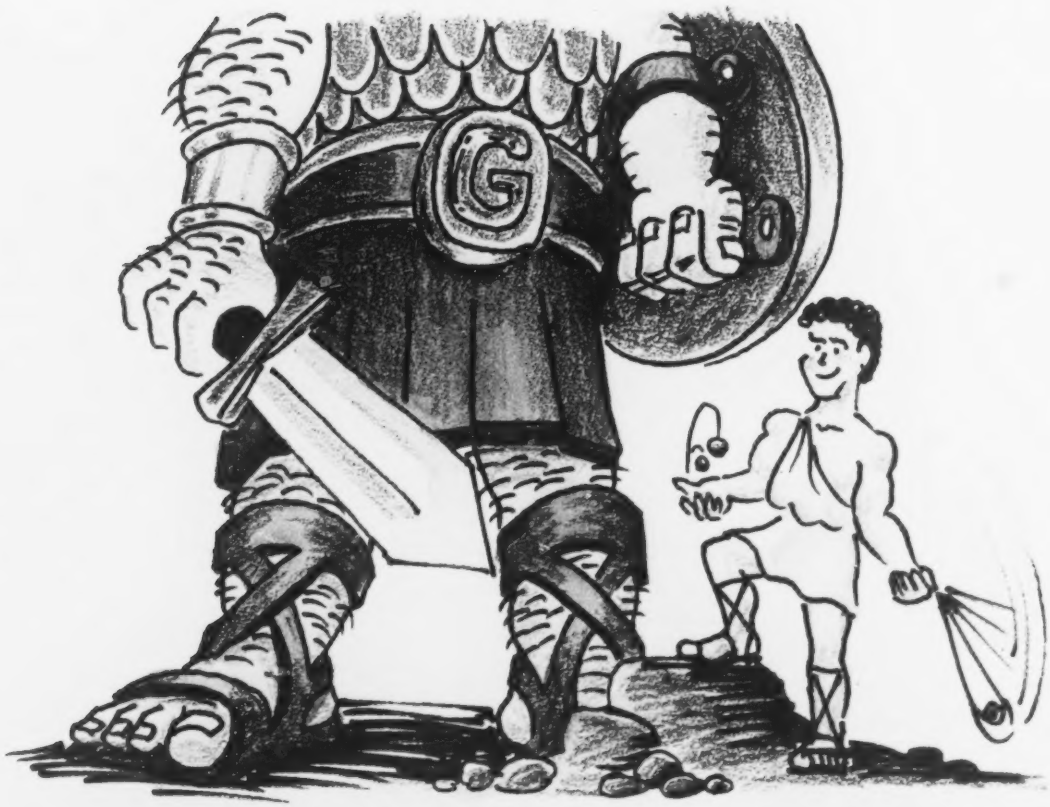
A "prehearing conference" will be held in Detroit April 9 to establish a schedule for a public hearing on the application of Detroit's two daily newspapers for a joint operating arrangement.

The conference will be presided over by Administrative Law Judge Morton Needleman, named March 6 by the Justice Department to hold the public hearing. Needleman is a former administrative law judge for the Federal Trade Commission.

On March 23, Assistant Attorney General William Bradford Reynolds denied the request of the Detroit Free Press and The Detroit News for an expedited hearing schedule similar to the one issued in the case of two Seattle dailies that entered into a JOA in 1983. That schedule called for completion of the hearing 60 days after the judge was appointed.

In his order denying the expedited hearing, Reynolds said Attorney General Edwin Meese III had indicated his intention that the hearing be conducted "as expeditiously as possible." Reynolds added: "The administrative law judge appointed to conduct the hearing has full authority to ensure that the Attorney General's intention is carried out."

On Feb. 25, Meese had ordered the public hearing, concluding that it was necessary for a "proper resolution" of "weighty and extremely difficult factual questions involving the future of the Detroit newspaper market" [presstime, March 1987, p. 49]. □



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Postmaster general says new rate case may be filed 'before summer'

U.S. Postal Service officials, despite previous statements to the contrary, say they are considering filing for a rate increase this year that would result in higher rates next year.

"We are considering filing for a rate increase," said Postmaster General Preston R. Tisch March 4 in remarks before the National Newspaper Association Government Affairs Conference. "If the Board of Governors approves a filing (with the Postal Rate Commission) this year, an increase may indeed become a reality in 1988," Tisch said.

Preston R. Tisch

Asked by **presstime** specifically when a rate case may be filed, Tisch said, "I hope the governors will approve it before summer." Implementation of new rates can take a year or longer after a rate-hike request is filed [**presstime** Feb. 1987, p. 41].

Consideration of a new rate case is on the agenda for the closed portion of the governors' April 6 meeting in Dallas.

When a filing might actually be made is unclear, however. David Harris, secretary of the board of governors, observed that the last rate case was filed with the rate commission in November 1983; the matter had been on the governors' monthly agenda starting in February of that year. Current postal rates took effect in February 1985.

Observers are unsure how much of an increase the Postal Service will request or how much the Postal Rate Commission might recommend, but some speculate that the cost of a first-class stamp will jump from 22 to 25 cents. The reason partly is psychological, having to do with the convenience of using quarters and not having to make penny change.

Tonda F. Rush, ANPA assistant general counsel, said at an ANPA Postal Committee meeting March 11 that the extent of increases in other classes of mail may hinge on the amount of revenue generated by that 3-cent increase in first-class. If the amount happens to cover most of needed additional funds, the theory goes, the other increases will be proportionately small; if the amount is far shy, other increases will be heavier.

The Postal Service ended its 1986 fiscal year with a $304-million surplus. It lost $251 million the previous year.

Rate increases will be needed despite last year's surplus partly because of unexpectedly high costs related to the Federal Employee Retirement System, postal officials said. □

Members urged to keep postal cost data

ANPA Postal Committee Vice Chairman Gregg K. Jones has called on ANPA-member newspapers to keep track of how much they spend on individual classes of mail. The data will be useful in future ANPA studies on newspapers' mail expenditures, he said.

ANPA conducted such a survey on 1985 expenditures. It showed that responding newspapers able to break down the figures spent the most on third-class [**presstime**, Feb. 1987, p. 41].

"I suspect that we'll be asking for it regularly from now on," said Jones, co-publisher of The Greeneville (Tenn.) Sun.

POSTAL NOTES

• The Tennessean of Nashville and The Nashville Banner sued the U.S. Postal Service over rules adopted last July **disallowing total-market-coverage programs to travel in second-class mail**. The newspapers said the rules constitute a mail-classification change that requires a formal proceeding at the Postal Rate Commission.

They asked U.S. District Court in Nashville to declare the rules unlawful, to require USPS to pay them amounts in additional postage incurred as a result of the rules and to order that the newspapers' TMC programs be allowed to use second-class.

The Tennessean and Banner said they previously modified their TMC programs to comply with USPS rules adopted in June 1986 on so-called "plus" issues. At issue are "interim" rules that were announced by USPS a short time later [**presstime**, Feb. 1987, p. 41].

• Companion legislation has been introduced in the House and Senate to **restore a portion of a newspaper-related postal subsidy** eliminated early last year. The bills would provide funds to reduce rates once again for "limited circulation" mail, in which fewer than 5,000 copies of a second-class publication are mailed to counties adjoining the county of publication.

Similar proposals did not succeed in Congress last year [**presstime**, Aug. 1986, p. 38].

Both new bills include a restriction on use of another subsidized category—in-county mail. They would limit use of favorable in-county rates to the first 20,000 copies of a publication.

• The ANPA Postal Committee recommends newspapers pay close attention to **tougher new USPS rules on third-class "solicitation" notices**. Many newspapers use such notices, mailed at the relatively cheap carrier-route presort rate, in lieu of bills mailed first-class.

The new rules, implemented March 21, take a harder line on requirements that a disclaimer be printed prominently on the face of the solicitation piece. In one alternative phrasing the new rules provide for mailers, the disclaimer states in part: "This is not a bill. . . . You are under no obligation to pay the amount stated above unless you accept this offer."

For information, contact the ANPA Legal Department at The Newspaper Center, Reston, Va.

• Because of objections raised by Advo-System Inc. and other third-class mail groups, the Postal Rate Commission has not yet decided whether it will recommend a slight **increase in the minimum size for carrier-route-presorted, third-class mail** that would benefit many newspapers.

However, experts still believe the commission likely will agree to the change from 11½ by 13½ by ¾ inches to 11¾ by 14 by ¾ inches [**presstime**, Feb. 1987, p. 41].

Advo said it does not oppose the revision outright. But Advo does not support it, either, because of the "potential adverse impact on carrier route mail costs and rates." ANPA said there is no evidence that any adverse impact would result.

World Press

USPS to amend preprint proposal

Postal officials have backed away from a controversial proposal on advertising inserts that newspapers lambasted as unworkable and unreasonable.

In its place, the U.S. Postal Service is preparing another proposal on inserts, one that may focus more on what it calls abuses involving inserts in magazines in the second-class mail stream.

The original USPS proposal called for such things as limiting the number of pages in supplements to the number of pages in the main body of the publication, restoring a former requirement that publications print "supplement to (name of paper)" on inserts, and barring certain kinds of material that may be mailed as inserts [**presstime**, March 1987, p. 49].

ANPA said such rules would impose hardships on newspapers that depend heavily on the mails.

Addressing the National Newspaper Association's Government Affairs Conference March 4 in Washington, D.C., Stephen E. Miller, assistant postmaster general for rates and classification, acknowledged that the proposal had "some things in there that clearly created problems for you." Miller said there probably will be another proposed set of rules introduced, and "you can have another shot at us."

He noted that the original proposal was intended, in part, to "test the waters" of industry reaction.

One person in the NNA audience asked why USPS simply didn't ask newspapers for thoughts before publishing a formal rule-making proposal. "Wouldn't that have been a lot easier and a lot easier for some peoples' blood pressure?"

The USPS concern about inserts is centered in part on the growing practice of magazines in the second-class mail stream to carry preprints—often lumped together with the magazine in a plastic "polybag"—that postal officials think should travel via more expensive third-class.

One example is The Family Handyman, a publication aimed at "do-it-yourselfers." Its April 1987 issue was mailed in a plastic bag that also separately contained two business-reply cards and ads for men's clothing, lawn care and an electronics school.

"The Postal Service thinks we're in competition with them. From my perspective, we're not," Handyman Publisher Greg Carey told **presstime**. □

Lara sues to get U.S. information

Lawyers for Colombian journalist Patricia Lara have filed suit against three federal agencies to compel disclosure of information relating to Lara's detention and exclusion from the United States last October.

Meanwhile, ANPA staff members are analyzing some documents relating to the incident that the Association received under the Freedom of Information Act.

A State Department official has said that Lara was refused entry because of her membership in and support of terrorist organizations and for her role as a Cuban operative [**presstime**, Dec. 1986, p. 56].

In Lara's suit, filed Feb. 19 in U.S. District Court in New York City, her lawyers said the State Department and FBI failed to respond to her FOIA requests, while the Immigration and Naturalization Service released a portion of requested materials.

ANPA filed its FOIA request to Attorney General Edwin Meese III seeking materials accounting for the INS's inclusion of Lara's name in its "lookout book" of aliens who are inadmissible to the United States.

In response, the INS March 9 released 22 full and eight partial pages of materials, but it withheld another 50 full pages and parts of eight others. □

Old UNESCO issue sparks new debate

A UNESCO-sponsored conference called to evaluate the effect of its 1978 Mass Media Declaration has drawn concern from some members of the Western media.

The June 26-28 conference in Tampere, Finland, will be conducted by the Prague-based International Organization of Journalists.

According to Martin Casey, ANPA manager/government and international affairs, the concern is that the conference will reopen a dispute over the role of the press in achieving national goals. As the declaration was being considered by UNESCO, the Western press "fought very hard" to eliminate from the document statements to the effect that governments should "use" the media to further their national goals, he said.

"Acceptance by UNESCO's member states of the 1978 Mass Media Declaration ended years of intense confrontation and cleared the way for more positive activity. It put to rest controversial issues that should not be revived," said Dana Bullen, executive director of the World Press Freedom Committee. □

Telecom

Markey lauds 'Diversity Principle'

The "Diversity Principle" has "served us well," the new chairman of the House Telecommunications Subcommittee told the ANPA Telecommunications Committee. It should not be altered unless "strict, workable safeguards" against anticompetitive behavior by the regional Bell operating companies are in place, added Rep. Edward J. Markey (D-Mass.).

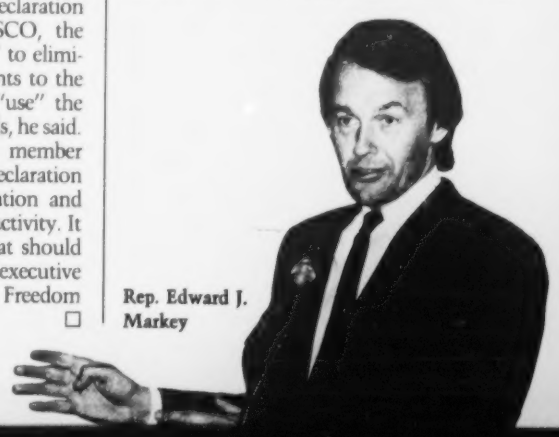
The Diversity Principle, which was developed by ANPA in the early 1980s, holds that telephone companies that control transmission facilities should be barred from originating, controlling or having an interest in information transmitted via those facilities.

The policy statement was the basis of the prohibition against the BOCs' entry into information services, including electronic publishing, contained in the consent decree governing the breakup of AT&T.

The Justice Department recently recommended to U.S. District Judge Harold H. Greene, who oversees the decree, that the information-services restriction be lifted [**presstime**, March 1987, p. 50].

Speaking at the March 18-19 meeting of the ANPA committee in Washington, D.C., Markey said his subcommittee will conduct hearings on the decree before Greene issues a decision on the Justice recommendation. "The subcommittee will closely examine BOC entry into information services," he said.

In comments submitted March 13 to Judge Greene, ANPA said there is "no basis at this time for allowing the BOCs to provide electronic publishing services over their own facilities." However, the Association said "some modification or clarification" of the information-services restriction "may be appropriate"—for instance, to allow the BOCs to provide certain services that do not involve information content. □



Rep. Edward J. Markey

Florida considers sales tax on newspaper advertising

The battle is on in the Florida Legislature over whether to preserve tax exemptions for professional services, including newspaper advertising.

If the Legislature does not retain the exemption for advertising after it convenes April 7, a 5-percent tax on all advertising will go into effect July 1, and "newspapers would become tax collectors when they sell the space," said Richard Shelton, executive director of the Florida Press Association.

Advertising had been one of more than 100 service classifications exempted from Florida's sales tax until the Legislature passed a sunset measure late last year to remove the exemptions. At the same time, the Legislature established a special state revenue commission to study the issue before the exemptions actually expire.

The commission completed its study and on March 5 announced it would recommend that the exemptions be allowed to expire.

Subsequently, the House Finance and Tax Committee, assisted by the Florida Department of Revenue, developed a tax measure that would impose the 5-percent tax on those Florida entities previously exempted and go even further to extend the levy to advertising in national media circulated in Florida and to Florida advertising placed in media outside of the state.

It is this broader measure that will be considered by the Legislature when it convenes.

The measure has won support from the governor, the Senate president and the speaker of the House because they say the state needs an infusion in revenue to handle increased needs in social services, education and prison construction and other areas to accommodate the state's growth.

Also proposed is elimination of an exemption on circulation which would force carriers to collect a tax.

"There are so many variables and so many different players, it's hard to tell" the outcome of the tax battle, Shelton said. "It will be a really tough session because everybody will still be trying to get their exemption back."

The FPA and many of its member newspapers have joined the "No Ad Tax Coalition" to retain the exemptions. But at least four Florida newspapers are editorially supporting the tax: The Orlando Sentinel, The Palm Beach Post, The (Palm Beach) Evening Times and the St. Petersburg Times.

"They said the needs were so great, and the availability of funds so limited," that letting the exemptions die was in the best interests of Florida citizens, Shelton said. Florida's constitution prohibits a state income tax.

The press association and other interests are arguing that if state and national advertisers cut back on their advertising budgets, media revenues shrink, or if advertisers increase their budgets to accommodate the tax, some might pass on costs to consumers.

An FPA survey indicates that newspapers expect a blow to their revenues from such a tax, while Florida advertisers said they are likely to cut their advertising budgets by 5 percent to compensate.

Seventeen other states also have been active with proposals to extend taxes on sales and professional services to newspaper circulation and advertising, according to Kevin Grant, state relations coordinator for ANPA [**presstime**, March 1987, p. 56].

Measures to tax circulation and/or advertising recently were defeated in Arkansas, North and South Dakota, Mississippi, Utah and West Virginia. A New Mexico bill to extend the gross receipts tax to newspaper sales also died in committee.

New legislation in Maine would tax newspaper sales.

And a bill just passed by the Idaho Legislature awaits the signature of Gov. Cecil Andrus. It would make permanent a now-temporary 3 to 4 percent tax on circulation sales.

Governors in Illinois and Wisconsin also are expected to raise new proposals to tax advertising and/or circulation revenues. □

Carriers exempt from Va. seat belt bill

Virginia Gov. Gerald L. Baliles was expected to sign a mandatory seat-belt law that contains an exemption for newspaper carriers.

At least one other state legislature is considering similar legislation. The Wisconsin Senate March 17 passed a seat-belt bill containing an exemption for newspaper delivery personnel.

According to the ANPA Government Affairs Department, eight states enacted seat belt laws in 1986 that provide an exemption for newspaper delivery vehicles. Two had done so previously [**presstime**, Aug. 1986, p. 40]. □

Tenn. groups disagree on proposed exemptions to records law

In the latest development in a brouhaha that has split the state's media organizations, Tennessee Attorney General W.J. Michael Cody said in an advisory opinion March 19 that a proposal to change the state's open records law is constitutional.

At issue is legislation that would exempt from the open-records law those records whose disclosure would "endanger the life, physical safety or property of law enforcement personnel, a police informant, witness or their families, or lead to the identity of a confidential informant" or would "substantially jeopardize a present active and ongoing investigation."

The legislation was agreed to by the Tennessee Press Association after negotiations with the Tennessee Association of Police Chiefs and the Tennessee Sheriffs Association.

TPA Executive Director Don R. McNeil called the two provisions "narrowly drawn." He said they are similar to those rejected by the law enforcement agencies two years ago. "They wanted to go far beyond that."

The measure is opposed by other media organizations, including the Society of Professional Journalists, Sigma Delta Chi; Associated Press Managing Editors; Associated Press Broadcasters; Radio-Television News Directors Association; and the Tennessee Association of Broadcasters.

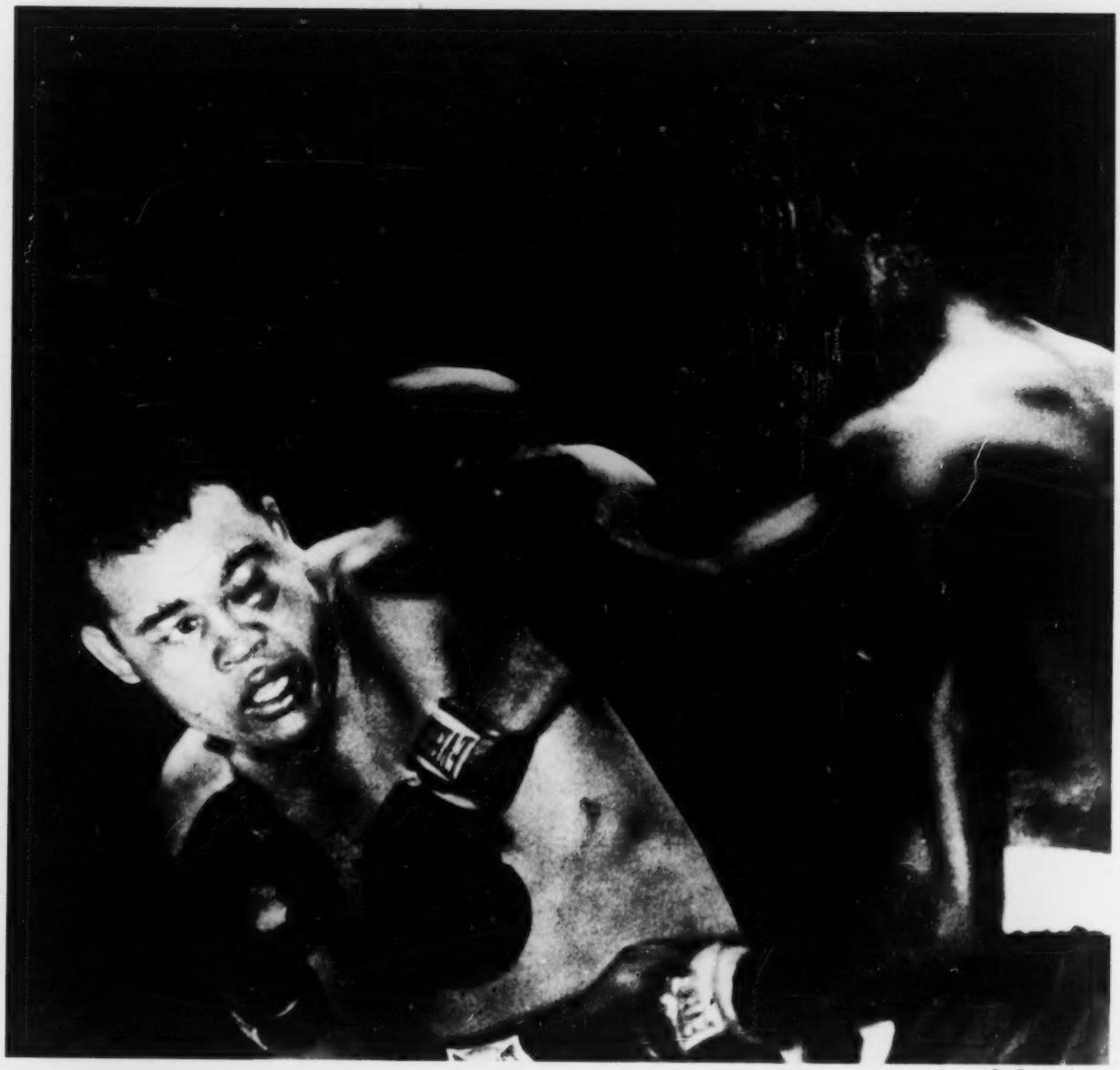
The legislation amounts to "a license for law enforcement agencies to close anything they want to close under the guise that that information would interfere with an investigation," said L. Frank Gibson, metro editor of The Tennesseean of Nashville and a member of the national board of SPJ,SDX.

Gibson said the groups will continue to oppose the bill, despite Cody's opinion, which was sought by a legislator who opposes the bill. The attorney general's opinion "says that it's constitutional, but the legal opinion doesn't say that it is needed or right," Gibson said.

Although they disagree with the position TPA has taken on the bill, Gibson said the groups' argument is with the police chiefs and sheriffs organizations, which are pushing the bill.

"We are not in a fight with the Tennessee Press Association," he said.

The legislation was scheduled to be considered March 24 by the Civil Practice Subcommittee of the House Judiciary Committee and March 31 by the Senate's State and Local Government Committee. □



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Interest in news-ed declines as J-school enrollment grows

Overall enrollment in schools of journalism and mass communications continues to rise, but interest in news-editorial sequences has declined proportionately.

"Journalism and mass communication majors remain extremely popular with today's university students," said Professor Paul V. Peterson of Ohio State University, in an analysis accompanying his annual enrollment survey.

According to Peterson's study, in which 180 journalism schools responded out of 279 surveyed, enrollment increased by more than 7 percent for the 1986-87 school year, while enrollment in the nation's four-year colleges and universities grew 1 percent.

Peterson's survey found 88,661 journalism majors at the responding schools at the start of the current school year, compared with 82,766 majors in 175 schools the previous year [**presstime**, March 1986, p. 48].

The rise in journalism enrollments this year marks the second consecutive year of significant increases. Last year's enrollment was up 4.9 percent after several years of "pretty level" enrollment, Peterson said.

Michigan State University reported the largest enrollment with 3,844 journalism students, and the University of Texas was second with 2,259.

Of the 73,561 journalism students who were listed by majors in this year's survey, 13,695 were news-editorial majors—up from 13,401 last year but representing a drop in the percentage of all journalism enrollees from 20.4 to 18.6.

Even with the decrease in news-editorial's share of the J-school pie, it remained the most popular sequence. Advertising, with 17.8 percent, was second.

The survey also showed that of all undergraduate journalism or mass communications degrees granted last year, 20.3 percent were in the news-editorial sequence. As recently as 1983, slightly more than 25 percent of all journalism degrees were in that sequence, from which newspapers draw heavily for reporters and editors.

However, Peterson said he believes the surge of interest in advertising and public relations has occurred not at the expense of those who otherwise would consider news-editorial careers but "primarily at the expense of other disciplines," such as business.

The complete findings will be reported in the spring issue of Journalism Educator, published by the Association for Education in Journalism and Mass Communication. □

High school journalism contest winners named

Winners have been announced in the annual ANPA Foundation/Quill and Scroll National Writing and Photo Contest that recognizes excellence in high school journalism.

The winners and their schools, who receive plaques commemorating their achievement, are:

- *Advertisement:* Wendy Broad, Clearwater (Fla.) High School
- *Editorial:* Lisa Robertson, Nimitz High School, Irving, Tex.
- *Editorial cartoon:* Darin Davis, Canyon Del Oro High School, Tucson
- *Feature story:* Margy Adams, Elkhart (Ind.) Memorial High School
- *In-depth reporting/individual:* Julie Ramsey, Sam Rayburn High School, Pasadena, Texas
- *In-depth reporting/team:* Ty Buckman and Ria Tadeo, Aberdeen (Wash.) High School
- *News story:* Paul Diedrich, Valley High School, West Des Moines, Iowa
- *Photo/news-feature:* Kevin Wood, Mt. Vernon (Mo.) High School
- *Photo/sports:* Pat Doty, Hinsdale (Ill.) Central High School
- *Sports story:* Billy Whitson, Duncanville (Tex.) High School. □

University publishes graphics guide

A guide explaining the basics of computer graphics and typesetting to journalism educators, students and professionals is available from Florida A&M University, which published the book with assistance from ANPA Foundation.

The handbook, *Learning Computer Graphics for Journalism Educators. Professionals and Students*, provides examples of work done with various computers and printers, and it makes suggestions for installing a system and buying the right equipment.

For a copy, send $7.50 by check or money order payable to "FAMU Foundation" to Desktop Guide, P.O. Box 6163, Tallahassee, Fla. 32314. □

First Amendment Congress names Sam Archibald executive director

Sam Archibald, a professor of journalism at the University of Colorado, has been appointed the first executive director of the First Amendment Congress.

He will set up a national office for the organization in Boulder, Colo., with the opening scheduled in June, said Judith D. Hines, president of the First Amendment Congress and vice president and director of ANPA Foundation.

Sam Archibald

Archibald gained prominence by directing an 11-year investigation of government secrecy by the House Government Information Subcommittee, which developed the Freedom of Information Act of 1966.

He also has been a newspaper reporter in California, an editor in Colorado and executive director of the Fair Campaign Practices Committee.

The First Amendment Congress consists of 17 media organizations committed to safeguarding the freedom of expression guaranteed by the First Amendment [**presstime**, Dec. 1986, p. 68]. □

Professor-publisher exchange expands

The Publisher-Professor Exchange Program now offers extended visits for journalism educators to work at newspapers, providing sabbaticals of up to a semester for faculty to update themselves on the newspaper business.

The new program was developed at the request of journalism educators to augment the briefer exchange visits that ANPA Foundation has promoted since 1977.

Currently, 69 newspapers in the United States and others in Argentina and Trinidad have offered to participate in the project to send newspaper staff members to the classroom and faculty members to the newsroom. Of those, 52 have said they are willing to host sabbaticals for journalism educators.

For more information, contact Judith D. Hines, ANPA Foundation vice president and director, at The Newspaper Center, Reston, Va. □

Some people think the American press is too powerful.

© 1986 Knight-Ridder, Inc.

Ferdinand Marcos, for one.

For 20 years, rumors circulated that the Marcoses and their friends were stashing away a fortune overseas.

But the public had no proof.

Reporter Lewis Simons of the San Jose Mercury News had made several trips to the country dominated by Ferdinand and Imelda Marcos. Conversations, he recalled, "often led to comments like – you know she owns such-and-such. And he owns so-and-so."

Simons wanted to find out how much of this was fact, and how much was fiction.

He plugged into every rumor pipeline in the Philippines. Weeks turned into months.

Simons sent back a massive file.

San Jose Mercury News reporters Pete Carey and Katherine Ellison took over. They sifted through thousands of pages of legal documents from California to New York.

On June 23, 1985, they broke the story. It documented how the Marcoses and eight associates were "systematically draining vast amounts of wealth from their nation and hiding it overseas."

They owned banks, condominiums, office buildings, mansions and other properties in the U.S. and Europe. They had spent $10 billion since 1979.

The stories created a political tidal wave.

There were calls for impeachment.

Marcos promised early elections.

The rest, really, is history.

Corazon Aquino is the new Philippine president.

Pete Carey, Katherine Ellison and Lewis Simons won the 1986 Pulitzer Prize for International Reporting.

The whole project was a gigantic effort. A year of research, reporting and writing. Of probing elusive offshore holding companies and dummy corporations. Then, staying with the follow-up.

Most papers, regardless of size, wouldn't have invested that kind of effort on a story 7,200 miles away.

But the San Jose Mercury News is a Knight-Ridder newspaper.

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We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Studies focus on prize winners, Sunday magazines, journalists

BY GUIDO H. STEMPEL III

Spring is the time when a journalist's fancy turns to thoughts of prizes, from Pulitzers to the many state press association and wire-service awards. And do these awards bring happiness? Not necessarily, according to a study by Sharon Dunwoody and Gerald M. Kosicki of the School of Journalism and Mass Communication at the University of Wisconsin and Randal A. Beam of the School of Journalism at the University of Oregon.

They made a mail survey of 506 randomly selected members of the Society for Professional Journalists, Sigma Delta Chi, to find out what effect prizes have. They received responses from 280, or 59 percent. From these respondents they selected working journalists and divided them according to whether they had ever won a journalism prize.

Guido H. Stempel III

The researchers constructed a 10-item prestige scale including such items as whether the respondent thought in the past year their worth had increased, sources had been more cooperative and their advice had been sought more often. They also constructed a 10-item job satisfaction scale including such items as how satisfying their work was, whether their abilities were being used and whether they had respect for their bosses.

They found that the prize winners had significantly higher scores on the prestige scale but not on the satisfaction scale. So, winning a prize may make you feel more important but not happier in the job.

The study is reported in the Winter 1986 Journalism Quarterly.

• • •

Newspaper Sunday magazines have been the source of a good deal of speculation and not very much research. Now a study in the Winter 1987 Newspaper Research Journal tells us something about how publishers view them. The study was done by Samir A. Hunsi, head of the Service Journalism Program at the University of Mississippi.

Hunsi sent a questionnaire to 536 publishers and received 189 responses—102 from publishers distributing Parade and 87 from publishers distributing Family Weekly (since replaced by USA Weekend).

Most publishers do not believe that Sunday magazines increase their circulation. Seventy percent of those carrying Parade and 60 percent of those carrying Family Weekly said circulation was not affected by inclusion of the magazines. They also did not think that advertising was affected.

Hunsi also asked publishers to estimate the percentage of the audience that read the magazines. Of those that carried Parade, 46 percent said a half to three-fourths read it, and 39 percent said more than three-fourths read it. Of those carrying Family Weekly, 54 percent said a half to three-quarters read it, and 21 percent said more than three-fourths read it.

Most publishers see a good future for the magazines, although some expressed concern about contractual arrangements.

• • •

We frequently make the distinction between newspaper journalists and broadcast journalists, as if there were a clear line of demarcation.

A study by three Indiana University faculty members, David Weaver, Dan Drew and G. Cleveland Wilhoit, suggests that television news people may have more in common with newspaper people than they do with radio news people.

In particular, they found that television journalists are more like newspaper journalists than radio journalists in perceptions of journalistic roles and ethics and in education level. Newspaper and television journalists are more likely to endorse adversary and interpretative roles than are radio journalists. The latter prefer a neutral role.

Eighty percent of television journalists and 74 percent of newspaper journalists have college degrees, while only 53 percent of radio journalists have college degrees.

The study also shows remarkable similarity among all journalists in degree of job satisfaction and factors they consider important in judging jobs. It is reported in the Winter 1986 Journalism Quarterly. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Investors say provide best

Newspapers ranked highest of all sources in a survey of individual financial investors who were asked where they got the information they needed to invest wisely.

The survey showed that 35 percent of individual investors listed newspapers as their "best" source. Business periodicals were named by 19 percent; stockbrokers, 18 percent; friends and relatives, 4 percent; statistical and advisory services, 4 percent; annual reports, 3 percent; radio and television, 2 percent; and other sources, 15 percent.

When investors were asked to rate the *importance* of a number of sources, newspapers again scored highest. Seventy-nine percent named newspapers as somewhat or very important. Business periodicals and stockbrokers tied for second at 67 percent. Statistical services such as Standard & Poor's were named by 66 percent, annual reports by 65 percent, radio/television by 45 percent, computer databases by 36 percent,, and friends and relatives by 24 percent.

The survey is conducted annually by Hill and Knowlton Inc., a public relations firm

Media await Commerce on photography

After a year of study, the Commerce Department is preparing to publish final rules governing the use of remote pictures taken from space satellites.

The rules were expected to be ready for publishing in the Federal Register about the end of March, a Commerce Department spokesman said.

ANPA and several other media organizations last year asked Commerce to take First Amendment rights into account in developing the regulations. The Association's position is that restrictions on satellite photos should be no more stringent than those on photographs taken on Earth [presstime, Sept. 1986, p. 8.].

The State and Defense departments have told Commerce the rules must protect national security interests.

In its comments on the proposed rules last year, the State Department said: "This sensitive (satellite) technology can be used to detect troop presence, troop movements, location of missile sites and the like. Even weather information may be deemed to have national security implications."

News media have obtained satellite pictures from the U.S.-owned Landsat satellite and the French-owned SPOT satellite. Japan

newspapers information

that contacted 501 individuals chosen at random from common and preferred stockholders nationwide.

Of the 35 percent who named newspapers as their first choice for investment information, about half specifically mentioned The Wall Street Journal, said Edward O. Raynolds, Hill and Knowlton senior vice president.

In a related survey, the firm asked 50 financial analysts how they rated various sources of information. Newspapers came in fifth, with 62 percent of analysts saying newspapers were important or very important sources.

The analysts gave somewhat important or very important ratings to other sources as follows: company managements, 98 percent; annual reports, 94 percent; Form 10K and other Securities and Exchange Commission documents, 88 percent; meetings with groups of analysts, 84 percent; financial fact books, 52 percent; reports from Wall Street, 50 percent; computer databases, 20 percent; and radio and television, 6 percent. □

Department's new rules from satellites

recently launched its own photographing satellite, and several other countries have similar projects under way.

There has been talk of the news media eventually launching their own private satellite. Newspaper publishers and broadcasters have voiced fears that the proposed Commerce Department regulations may restrict the use of such a satellite.

In a related development, Eastman Kodak Co. announced it will open a processing center in Lanham, Md., in August that will enhance satellite photography. A Kodak spokesman said the company expects the news media to be good customers. □

First Amendment booklet

The Society of Professional Journalists, Sigma Delta Chi, has made available a brochure containing information about the First Amendment.

The brochure is part of SPJ,SDX's promotion of Project Watchdog, a program to safeguard the First Amendment [**pres**stime, Nov. 1986, p. 58].

The brochure can be obtained by calling (800) 542-1600. □

Reprinted by permission of United Feature Syndicate

History will be made when this strip appears in some newspapers April 20.

Peanuts first to be offered in color every day

"Peanuts," the world's most widely syndicated comic strip, will be available in full color seven days a week beginning April 20.

United Feature Syndicate said the popular strip, drawn by Charles M. Schulz, will be the first one ever to be offered in color on a daily basis. "Peanuts" is syndicated in more than 2,000 newspapers.

Victor Oleffson, sales representative for United Media, the parent company of UFS, said newspapers that want the weekday color service will have to pay a premium for it. Although he declined to specify how much this extra amount will be, Oleffson said it will merely cover the additional production costs associated with providing "Peanuts" in color.

The strip will be sent to newspapers with coded color separations in red, yellow and blue, enabling papers with color capability to make the strip as colorful as the traditional Sunday comics.

The separations will be made by Greater Buffalo Press, which prints Sunday comic sections for many newspapers.

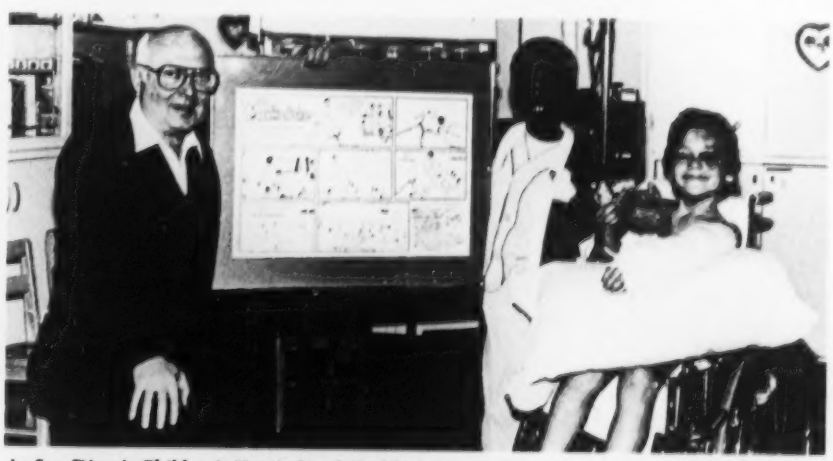
A handful of U.S. newspapers individually have been adding color to weekday comics, sometimes with results that have displeased cartoonists [**pres**stime, Dec. 1986, p. 58].

Whether the breakthrough by UFS will start a trend among syndicators of comic strips depends on the reaction from newspapers, observers say.

"If this works, we'll think about it for other top-of-the-line strips," said United Media's Oleffson.

"I think it's going to be marvelous," said Catherine Walker, executive director of the Newspaper Features Council (formerly the Newspaper Comics Council).

Mort Walker, Catherine's husband and the creator of the comic strip "Beetle Bailey," says the idea of supplying separations for daily color has been talked about for a number of years, but there hasn't been enough response from newspapers. As more papers achieve color capability, however, their attitudes may change, Walker says. □



At San Diego's Children's Hospital and Health Center,"Marmaduke" creator Brad Anderson donates comic strip in United Feature Syndicate's "Laughter is the Best Medicine" program.

Newspaper people are beaming about satellite transmission of advertisements

BY CRAIG C. STANDEN

One of the first priorities announced by the Future of Advertising project was the support of AD/SAT, a company formed to deliver advertising materials from advertisers and agencies to newspapers via satellite.

Last April at the ANPA Convention, Joe D. Smith Jr., chairman of the FOA Standardization Task Force, asked the newspaper business to make a commitment to the future of our business by signing up with AD/SAT.

In the 10 months since then, a good deal has happened:

• **In November, AD/SAT completed a successful two-month test** of its facilities and equipment [**presstime**, Jan. 1987, p. 52]. Four major New York ad agencies—N W Ayer, Ogilvy & Mather, J. Walter Thompson, and Young and Rubicam—took part, along with newspapers from Boston, Chicago, Houston, Los Angeles, New York, Newark, Philadelphia, San Francisco and Washington, D.C.

Reproduction quality of the transmitted material was excellent. It's impossible to tell the difference between impressions printed from original material and those printed from material transmitted via AD/SAT. The few "bugs" in the system were quickly corrected.

• **On Jan. 5, AD/SAT began commercial operation** from its transmission center in New York City. In the first two months, 11 additional agencies—including such giants as DDB/Needham, Grey, BBDO, and Bozell, Jacobs, Kenyon & Eckhard—have used the system to transmit national advertising to one or more of the 12 original AD/SAT newspapers.

• **Several retailers have expressed a great deal of interest** in the potential of AD/SAT for distribution of their advertising materials. One retailer, Lord & Taylor, which has stores in six of the 10 cities already served by AD/SAT, has been sending as many as 50 ads per week via the system.

• **On March 9, AD/SAT announced the signing of the 100th newspaper** to join its network. Because the facsimile equipment for the newspapers must be manufactured, there is a six-month lead time between the signing of the contract and the installation of the receiving equipment. Thus the number of newspapers actually able to receive ads via AD/SAT won't increase until July. But sometime in September or October, AD/SAT should have in its network 100 newspapers with combined circulation of 25.2 million daily and 31.4 million Sunday. And we have every reason to believe that these numbers will continue to grow.

Craig C. Standen

Looking toward that time and beyond, AD/SAT in March began a major promotional and advertising campaign directed at ad agencies. The campaign includes large-space ads in the advertising trade press and a six-and-a-half-minute videotape cassette briefly explaining how the system works and containing testimonials from print production people at the test agencies as to the quality and speed of transmissions.

What about the future of AD/SAT?

I believe it is an important step forward in our long-range effort to increase newspapers' share of the advertising market.

It will save our advertisers a lot of time and money. Instead of having to produce multiple copies of newspaper ad slicks or Veloxes, an agency or retailer can produce one copy of the ad. Instead of wrapping, labeling and shipping each copy of the ad, the agency merely delivers that one copy to AD/SAT. Instead of a day or two in transit (and the possibility of some of the packages getting lost or being delivered late), the ad can be transmitted by AD/SAT simultaneously to every newspaper in the network in three and a half minutes. Receipt of an ad is confirmed instantly by AD/SAT's electronic message system.

Cost to the advertiser for this fast, high-quality transmission is only $15 per newspaper for each ad transmitted, versus more than $70 each the older, slower way—a saving of nearly 80 percent.

What do newspapers get out of AD/SAT?

Eventually, they should get a lot more advertising—not just national advertising, but retail and classified advertising as well. As we have noted before in this space, there is a steady, long-range trend toward the centralization of advertising among retailers and among classified advertisers in the categories of recruitment and real estate. These advertisers are becoming more like national advertisers in many ways. They increasingly use ad agencies to prepare their ads, they tend to have all their advertising prepared in the same place, and they are quick to take advantage of new ideas and new technology that save them time and money.

But there is a much more immediate benefit for newspapers. In the course of a year, many newspapers lose thousands of dollars in advertising because of the aforementioned transmission problems, or because the lead time in getting an ad into print is too long. Some of this advertising is run at a later date, but much of it is revenue lost forever.

AD/SAT will get most of this lost advertising into the newspaper. I suspect for quite a few newspapers, the revenues saved by AD/SAT will more than pay for its cost.

The Newspaper Advertising Bureau has no financial or other interest in the ownership or management of AD/SAT. But the NAB Board of Directors and the Future of Advertising Steering Committee regard AD/SAT as an important step forward for our business. □

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

ATHENA contest open

The Newspaper Advertising Bureau has called for entries to its annual ATHENA Awards competition.

The awards recognize outstanding newspaper advertising (the acronym stands for "Awards To Honor Excellent Newspaper Advertising").

To be eligible, the ads must have run in a daily or Sunday paper published between June 3, 1986, and May 15, 1987. Winning ads will be published in NAB's "Creative Newspaper 12."

Deadline for submission is May 15. Entries should be sent to Creative Newspaper 12, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

ANPA
1887-1987

A Star-Spangled Event . . .

ANPA 100th Anniversary Convention

The Waldorf-Astoria, New York
May 3-6, 1987

"The Blessings of Liberty: The Next 100 Years"

Marking two special anniversaries—the 100th anniversary of ANPA and the 200th anniversary of the U.S. Constitution.

Invited speakers include President Reagan, Nancy Reagan, former Presidents Jimmy Carter and Gerald Ford, Gov. Mario Cuomo, Sen. Robert Dole, former Sen. Gary Hart, and Mayor Edward Koch. Other expert speakers and panelists will join the program to highlight what the future holds for our country and for the newspaper industry.

Don't miss the special opening ceremonies at 4:30 p.m., Sunday, May 3, at Castle Clinton, a national monument in lower Manhattan overlooking the Statue of Liberty.

Convention Registration Forms were mailed earlier. Additional forms and Convention information are available from ANPA Membership Services (703) 648-1097 or 1098.

See you there!!

Commemorating a Century of Service to Newspaper People

For latest program details see page 78, this issue.

Media asked to participate in major anti-drug campaign

In what organizers hope will become the biggest public-service advertising campaign during peacetime, the media are being asked to donate space and time to run anti-drug abuse ads created free by advertising agencies.

The print and broadcast campaign is sponsored by the Media-Advertising Partnership for a Drug-Free America, a coalition formed under the auspices of the American Association of Advertising Agencies [presstime, Sept. 1986, p. 46].

Major daily newspapers will be asked to run the equivalent of a page of advertising a week during the three-year campaign. "We know that's a lot, and we know that a lot of them can't do it, but we would like to have a heavy campaign in newspapers," said Richard T. O'Reilly, national director of the partnership. "Newspapers and magazines are the only place where we can get a significant amount of information to the public. That's why we are asking for heavy schedules."

The Wall Street Journal is one of the major newspapers that has agreed to participate. It is "very rare" for the business daily to run public-service ads, said Angela Santoro, spokeswoman for the Journal's parent Dow Jones & Co. "There are a lot of good causes," she said, but "the drug problem is critical." Santoro said the Journal will decide how much space to devote to the ads after they are received and reviewed.

Smaller newspapers will be asked to "do the best they can" in providing space, O'Reilly said. "We'd like to be in every newspaper every week if we can, because we have extraordinarily persuasive and good advertising messages."

The newspaper ads—targeted toward parents, chief executive officers of companies and a mass audience—will be sent to newspapers by the end of April from the AAAA's 28 regional coordinators, he said.

The coalition hopes to receive the equivalent of at least $500 million of free ad space and time each year.

A three-year research program will coincide with the campaign. It will measure attitude changes and usage trends.

Newspaper business leaders on the coalition's board of directors are Daniel B. Burke, president of Capital Cities/ABC Inc., who serves as a vice chairman; ANPA Executive Vice President Jerry W. Friedheim; Craig C. Standen, president of the Newspaper Advertising Bureau; and Bernard T. Flanagan, vice president/marketing of The Wall Street Journal.

O'Reilly will appear at the ANPA Convention May 4 in New York City on a panel discussing the drug problem. (See story, p. 78.) □

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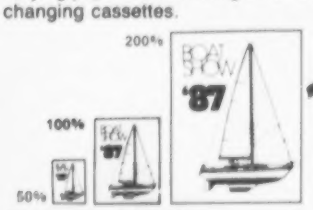

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INAME study shows ad network outlook 'encouraging'

The outlook for newspaper advertising networks "seems encouraging," according to a study by the International Newspaper Advertising and Marketing Executives. By combining into networks, two or more newspapers offer advertisers a larger circulation base and the option of one insertion order and one bill.

Of the 149 INAME-member newspapers responding to the survey, 73 said they had been involved in networking presentations to advertisers during the past year; 56 said they planned such presentations within the next year.

Asked whether the presentations had resulted in ad linage, 44 respondents—four out of five of those who responded to that question—said yes. Of these, 26 said the linage was in the form of new ad schedules; 29 said it was additional linage from already existing advertisers. Eleven of the 44 said the presentations resulted in more linage.

The number of newspapers involved in the networks ranged from two to more than 10. Two-thirds of the respondents said the networks were confined to newspapers in the same state [presstime, Oct. 1986, p. 21]. □

Formula measures promotions

The art of getting and retaining newspaper readers is being transformed into a science.

In what may be a significant breakthrough, a task force of the Future of Advertising project has developed a formula that enables a newspaper to gauge how good or bad a specific circulation promotional effort is. It measures the results in terms of how much the promotion costs for each new subscriber who keeps on taking the paper.

By applying the formula, a newspaper should be able to discard promotional efforts that typically, after bundles of money and energy have been expended, result in a temporary surge in subscribership—only to have the subscribers tail off after a few weeks or a few months.

The formula was developed by Knight-Ridder Inc. under the auspices of the Readership and Retention Task Force of the FOA project.

Task Force Chairman Reg Murphy, chairman of The Baltimore Sun, said the guidelines "provide clear-cut definitions and formulas that will allow any newspaper to plan and monitor its circulation-building and retention efforts more reliably and efficiently."

The system results in a newspaper being able to ascertain its cost per unit, or CPU, of circulation. This is defined as being the cost of conducting a particular type of solicitation effort (telephone, sales crew, carrier, etc.) that results in new customers remaining on the subscription list 12 months later.

The results are obtained by applying the formula CPU = SPR (sales pressure ratio) x CPO (cost per order).

Sales pressure ratio is a percentage figure arrived at by determining how long new subscribers kept taking the paper after the initial promotion drive. Cost per order is arrived at by dividing the number of new orders into the total dollar amount spent to get the orders.

How to work out the somewhat complicated mathematical formulas is explained in a new task force booklet titled "Measuring Retention and Circulation Sales Effectiveness."

The report is an outgrowth of circulation studies begun by the FOA project, said Albert E. Gollin, director of research at the Newspaper Advertising Bureau. The result of the studies was published last June in a manual called "Readers: How to Gain and Retain Them." Gollin described that manual as the "nuts and bolts" of circulation problems, designed to inform newspaper executives about what the critical issues are [presstime, July 1986, p. 71].

The second phase was a questionnaire sent to members of the International Circulation Managers Association seeking information about their circulation promotion activities. From the replies of 58 newspapers, marketing researcher John B. Mauro identified and analyzed 15 different promotional strategies.

"The analysis showed that the evidence on circulation promotion was pretty low," Gollin said, "so it was extremely difficult, if not downright impossible to do an analysis of what worked, and didn't work, at what cost and why." That motivated the task force to look for and find "a set of measurement techniques on exactly what can be done, the cost, the benefits and the ability to compare different techniques across a period of time," Gollin said.

Copies of the new report are available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080, ext. 397. □

Same-day coupon promotions employed by fewer than 100 newspapers

Same-day coupon promotion by newspapers has had a lukewarm response, the vice president in charge of marketing for the Newspaper Advertising Bureau said in March.

"I believe we can say probably fewer than 100 newspapers are promoting coupons," Uldis Grava said. He said one problem is that some advertisers do not send enough free-standing inserts with coupons to cover a newspaper's entire circulation.

"That's been a major problem," Grava said. "If they don't send enough coupons, it's kind of difficult to put an ear on your masthead or use the radio to promote coupons that aren't there. Some people are going to get mad."

The Audit Bureau of Circulations last June approved a one-year suspension of its Rule C 1.14, which prohibited promotion of the coupons on prior days or the same day the coupons appear in the newspaper. The suspension, called for in a joint resolution by ANPA and NAB, began Oct. 1 [presstime, July 1986, p. 75].

The rule has been a point of contention among advertisers and the newspaper industry for several years.

The ANPA/NAB-ABC Liaison Committee learned of the lukewarm response to the option of same-day promotions at a meeting Feb. 25. Next, it must decide whether to recommend that the one-year rule be made permanent. □

Adult carriers slain on job

Two adult carriers on opposite sides of the country have been murdered recently, prompting renewed concerns about carrier safety.

On Feb. 24, David L. Ritchey, 32, was beaten to death around 5 a.m. in a high school parking lot as he was delivering papers for The Spokesman-Review of Spokane.

No motive has been established. Cowles Publishing Co. has offered a $2,500 reward for information leading to the arrest and conviction of the killer. The Spokane newspapers also launched a fund drive for Ritchey's wife and three children. The fund had surpassed $25,000 when it was turned over to her.

Shaun O'L. Higgins, manager of consumer marketing and public relations for Cowles Publishing, said the company is increasing the number of two-way-radio-equipped circulation vans.

Higgins said most of the newspapers' 1,800-member carrier force is made up of youth carriers. After Ritchey's death, "a couple" of carriers resigned, he said.

In the other slaying, which occurred in December, Sean Rogers, 20, was struck on the back of the head with a hammer and his throat was slit while making collections between 7 and 8 p.m. on his route for the Niagara Gazette of Niagara Falls, N.Y.

Rogers was robbed of approximately $60 in cash he had collected. Police later arrested and charged a man with the slaying.

The Gazette circulation department subsequently sent a list of safety tips to carriers, advising them not to carry more than $25 or $30 cash and to collect only during daylight hours.

Many newspapers distributed safety tips during a rash of serious crimes against carriers, primarily youths, that occurred in 1984 [presstime, Sept. 1984, p. 6]. □

Most dailies still cost a quarter, but many are shifting to 35¢ or more

The ranks of 25-cent daily newspapers continued to decline in 1986, but nearly two-thirds—64.3 percent—held fast at that price level.

This compared with 70.9 percent that sold for a quarter in 1985 [**prestime**, March 1986, p. 54].

The biggest single change was newspapers in the 35-cent range, which increased from 202 in 1985 to 344 last year, suggesting that the 35-cent paper may supplant the quarter paper as the dominant one in the future.

The figures come from ANPA's annual survey of single-copy, city-zone, street-sale prices. A total of 1,778 newspapers were surveyed in the United States, Canada, Bermuda, Guam, Puerto Rico, the Bahamas and the Virgin Islands.

Along with the decline in 25-cent newspapers have come increases in the number selling for more than that amount:

- The number of 50-cent dailies rose from six to 15.
- Two dailies now sell for 45 cents, whereas none sold for that amount in '85.
- There were increases from 15 to 22 in the number of 40-cent papers, and from 171 to 177 in the number costing 30 cents.

Two daily newspapers published in the Canadian province of Manitoba retain a newsstand price of 5 cents. They are the Daily Bulletin of Dauphin and the Report of Swan River.

Continuing another trend, the predominant price of Sunday newspapers remained 50 cents in 1986, but the number at that level decreased to 273 (33.9 percent) from 295 (36.5 percent) in 1985. A total of 804 Sunday newspapers were surveyed.

The continued increase in Sunday prices was most pronounced in the highest price category. From one in 1985 (The New York Times), the number of Sunday papers selling for $1.25 jumped to 14 in 1986.

Sunday papers selling for $1 increased from 123 in '85 to 144 in '86, and the number of 75-cent papers climbed from 230 to 257. Four Sunday newspapers sold for 40 cents, compared with three a year earlier, and the number costing 95 cents went from one to two. The last remaining 20-cent Sunday paper, the Jennings (La.) Daily News, went to 25 cents in October. □

CPI is lower

Between January 1985 and January 1986, the average price of a newspaper rose 4 percent while the consumer price index increased 1.4 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics. The previous year, the average price of a newspaper increased 4.4 percent and the CPI 3.8 percent [**prestime**, March 1986, p. 55].

Price per single copy of daily newspapers—1986

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	2	--	25	--	--	--	1	28
Alaska	--	--	3	--	4	1	--	8
Arizona	--	--	10	--	9	--	--	20
Arkansas	--	1	31	--	--	--	--	32
California	--	2	107	1	7	--	--	117
Colorado	1	3	22	--	1	--	--	27
Connecticut	--	--	8	9	7	--	--	24
Delaware	--	--	--	--	3	--	--	3
District of Columbia	--	--	2	--	--	--	1	3
Florida	1	2	39	--	5	--	--	48
Georgia	--	--	33	--	2	--	--	35
Hawaii	--	--	3	--	1	2	--	6
Idaho	--	--	10	1	1	--	--	12
Illinois	--	3	41	14	12	--	--	70
Indiana	--	1	51	9	13	--	--	74
Iowa	1	--	14	4	17	--	1	37
Kansas	4	4	36	1	1	--	--	46
Kentucky	--	--	15	--	10	--	--	25
Louisiana	1	2	16	2	6	--	--	27
Maine	--	--	--	8	1	--	--	9
Maryland	--	--	12	2	1	--	--	15
Massachusetts	--	2	17	11	15	--	1	46
Michigan	1	1	32	4	14	--	--	52
Minnesota	--	--	9	2	14	--	--	25
Mississippi	1	--	16	--	5	--	1	23
Missouri	--	4	37	3	3	--	--	47
Montana	--	--	4	--	7	--	--	11
Nebraska	--	--	15	--	4	--	--	19
Nevada	--	--	6	--	1	--	--	7
New Hampshire	--	--	1	7	1	--	--	9
New Jersey	1	1	23	--	1	--	--	26
New Mexico	--	1	18	--	1	--	--	20
New York	--	--	25	14	29	--	2	70
North Carolina	2	2	50	--	1	--	--	55
North Dakota	--	--	2	--	8	--	--	10
Ohio	--	4	49	18	16	--	--	87
Oklahoma	--	1	48	--	4	--	--	53
Oregon	--	--	14	--	5	--	--	19
Pennsylvania	--	5	43	31	11	--	--	91
Rhode Island	--	--	1	2	4	--	--	7
South Carolina	--	--	18	--	--	--	--	18
South Dakota	--	--	12	--	2	--	--	14
Tennessee	--	3	16	--	9	--	--	28
Texas	--	--	98	1	11	--	--	110
Utah	--	--	4	--	2	--	--	6
Vermont	--	--	3	3	1	--	1	8
Virginia	1	3	33	--	--	--	--	37
Washington	--	1	19	--	7	--	--	27
West Virginia	1	2	16	2	2	--	--	23
Wisconsin	--	--	8	3	23	--	1	35
Wyoming	--	1	9	--	--	--	--	10
Totals								
U.S.	17	49	1,124	152	302	3	9	1,659[1]
Canada	1	3	16	24	41	17	6	111[1]
Bahamas	--	--	--	1	--	--	--	1
Bermuda	--	--	--	--	1	--	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	4	--	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals	18	52	1,144	177	344	22	15	1,778[1]

[1]Includes newspapers selling for 5 cents (two in Canada), 10 cents (one each in Arizona, Florida and Pennsylvania) and 45 cents (two in Canada)

Price per single copy of Sunday newspapers—1986

	25 cents	35 cents	50 cents	60 cents	75 cents	$1.00	$1.25	Total[1]
Alabama	3	--	12	--	6	--	--	21
Alaska	--	--	2	--	1	--	--	4
Arizona	--	--	3	--	6	2	--	11
Arkansas	3	1	10	--	2	--	--	16
California	2	1	26	--	24	7	--	60
Colorado	--	--	7	--	2	1	--	10
Connecticut	--	--	--	--	5	5	--	11
Delaware	--	--	--	--	1	--	1	2
District of Columbia	--	--	--	--	--	--	1	1
Florida	3	1	16	--	8	5	--	33
Georgia	--	--	8	--	3	4	--	15
Hawaii	1	1	1	--	1	--	1	5
Idaho	2	--	2	--	3	2	--	9
Illinois	1	1	4	1	9	6	2	24
Indiana	--	--	1	--	10	9	--	20
Iowa	1	--	--	--	3	4	2	11
Kansas	1	2	10	--	4	--	--	18
Kentucky	1	--	4	--	4	3	--	13
Louisiana	1	--	12	1	4	1	--	20
Maine	--	--	--	1	--	--	--	2
Maryland	--	--	1	1	--	2	--	4
Massachusetts	--	--	1	1	3	4	--	11
Michigan	--	--	--	--	12	3	--	15
Minnesota	1	1	3	1	1	3	1	12
Mississippi	1	--	4	--	4	3	--	12
Missouri	4	1	7	--	4	2	--	19
Montana	--	--	2	--	3	2	--	7
Nebraska	--	--	4	--	1	1	--	6
Nevada	--	--	1	--	2	1	--	4
New Hampshire	--	--	--	--	3	--	--	4
New Jersey	1	2	6	1	3	3	--	17
New Mexico	3	--	4	--	3	3	--	13
New York	1	--	--	--	8	20	3	33
North Carolina	1	--	12	--	13	3	--	29
North Dakota	--	1	--	--	2	3	--	6
Ohio	--	--	7	4	13	7	--	31
Oklahoma	13	1	20	--	7	--	--	41
Oregon	1	--	3	--	4	2	--	10
Pennsylvania	--	--	3	--	14	4	1	26
Rhode Island	--	--	1	--	--	--	1	3
South Carolina	--	--	5	--	4	2	--	11
South Dakota	--	--	1	--	1	2	--	4
Tennessee	2	1	2	--	6	4	--	15
Texas	17	4	37	--	22	10	--	90
Utah	--	--	2	--	2	1	--	5
Vermont	--	--	--	--	2	--	1	3
Virginia	--	--	7	--	6	2	--	15
Washington	--	--	4	--	7	6	--	17
West Virginia	--	--	3	--	6	1	--	10
Wisconsin	--	--	1	--	1	1		3
Wyoming	--	--	3	--	1	--	--	4
Totals								
U.S.	64	18	262	11	254	144	14	786[1]
Canada	1	1	9	--	1	--	--	14[1]
Bahamas	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	0
Guam	--	--	1	--	--	--	--	1
Puerto Rico	--	--	1	--	2	--	--	3
Virgin Islands	--	--	--	--	--	--	--	0
Grand Totals	65	19	273	11	257	144	14	804[1]

[1]Includes newspapers selling for 30 cents (one each in Minnesota, Missouri, New Jersey and Rhode Island), 40 cents (one each in Alaska, Kansas, Kentucky and New York), 55 cents (one in Canada), 65 cents (one each in Pennsylvania and Canada), 70 cents (one in Connecticut), 85 cents (one in Iowa and three in Pennsylvania), 90 cents (one each in Massachusetts and New Hampshire), and 95 cents (one each in Maine and Massachusetts)

Youth carriers dropped; parents protest

A group of parents in Santa Rosa, Calif., picketed The Press Democrat (morning, circulation 77,707) for a day to protest the removal of youth carriers in favor of adults.

The newspaper has employed both youths and adults as deliverers for several years, but Publisher James C. Weeks has begun a conversion to an all-adult force that will take about five months.

Weeks said he undertook the conversion after two major readership surveys showed that the number-one complaint of readers was late newspaper delivery. He noted that California state law prohibits youths from starting out on their routes before 5 a.m.; with adult carriers, a 3:30 a.m. start is possible.

The publisher also said youth-carrier turnover has been about 120 percent per year, "and it always escalates when you get near the summer."

Nationally, such problems have fed a trend toward more adult deliverers [**presstime**, Feb. 1987, p. 20].

Weeks said he does not expect to save any money by switching to adults. He said the paper will reduce the number of routes from 700 youth-carried routes to 325 adult routes.

After The Press Democrat held a series of meetings to explain its plans to youth carriers and their parents, some parents held a protest meeting at the YMCA, and a local radio station conducted a four-hour call-in talk show on the issue.

The day of picketing took place at the newspaper's downtown building and an outlying printing plant. Estimates of the number of people involved ranged from 25 to 50.

Some parents also have begun circulating petitions calling for retention of youth carriers.

"We've been taking a lot of flak from some of the parents," Weeks said, "but basically what we had was an antiquated system that should have been changed years ago."

The paper has offered youths the option of making the route a family affair, with one parent going along with the child to deliver papers on a motor route.

The Press Democrat, which is owned by The New York Times Co., will continue to pay young people to solicit new subscribers, Weeks said. □

Efforts made to forestall lawsuit in ongoing circulation dispute in Dallas

The Dallas Morning News and the Texas attorney general were negotiating in late March in an effort to forestall a possible lawsuit by the attorney general against the newspaper growing out of a dispute between the Morning News and the rival Dallas Times Herald over circulation claims.

Jeremy L. Halbreich, executive vice president of the Morning News, and Ron Dusek, spokesman for Attorney General Jim A. Mattox, confirmed that the two sides have held "confidential" talks.

The dispute started on Oct. 7 when the Times Herald published a story charging that the Morning News had been inflating its circulation figures by 40,000 to 50,000 copies. The Times Herald then filed suit against the Morning News on Nov. 10, also naming the Audit Bureau of Circulations as a defendant. The suit charged that the ABC knowingly published inflated circulation figures [**presstime**, Dec. 1986, p. 56].

The Morning News answered in court with a counter-claim that the Times Herald shreds 25,000 to 40,000 papers a day and claims them as paid circulation.

Both papers have denied each other's charges.

The attorney general on Nov. 4 sent both papers a "civil investigative demand" asking for the same information they had given to the ABC for circulation audits.

The Morning News filed suit in Dallas County District Court Nov. 18 asking that the attorney general's demand for circulation information be quashed. Halbreich said the court has put everything into abeyance until the attorney general decides whether to sue.

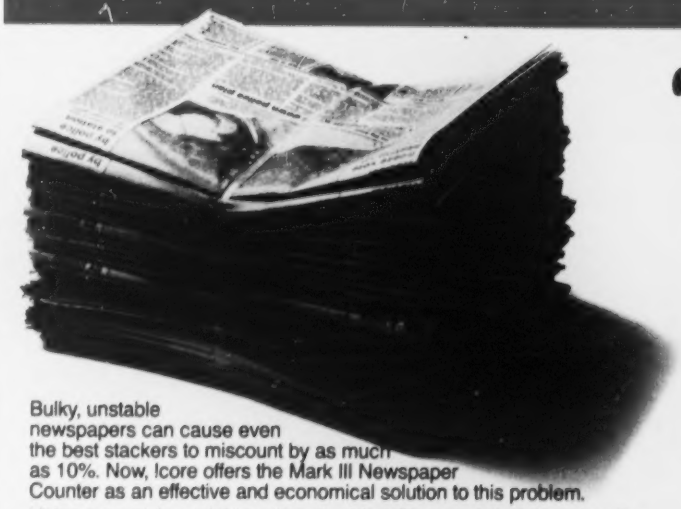
Meanwhile, another ABC audit of both Dallas papers has been suspended, and ABC officials are making no comment.

The Morning News, however, is commenting.

Noting that the newspaper editorially supported Mattox's opponent in last November's election, the newspaper has charged that his probe is politically inspired. The Times Herald supported Mattox.

The ABC Board of Directors adopted a clause on Nov. 14 that indemnifies the ABC from damages arising from publication of circulation figures. But the Times Herald suit was filed four days before the ABC gave final approval to its indemnification clause.

One of the events that led to the bureau's indemnification action was a 1983 lawsuit whose defendants were ABC, The Trenton (N.J.) Times and William Dean Singleton, who was then the newspaper's president. Last year, Singleton's MediaNews Group bought the Times Herald and he became chairman of the paper. □



Bulky, unstable newspapers can cause even the best stackers to miscount by as much as 10%. Now, Icore offers the Mark III Newspaper Counter as an effective and economical solution to this problem.

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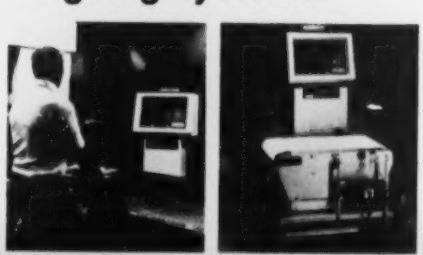

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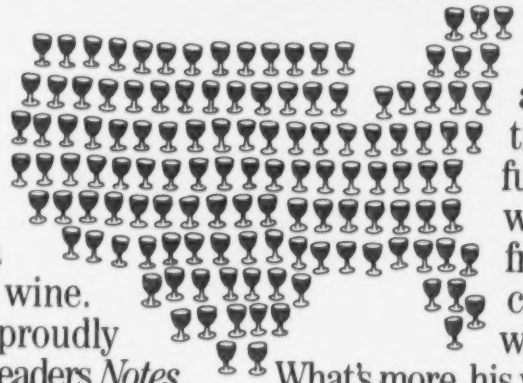

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Growing number of mailer units renounce CWA

Since last July, mailer unions in 19 cities have voted to disaffiliate from the former International Typographical Union, now a sector of the Communications Workers of America.

As a result, about 3,000 members have been lost to the sector. Many of them have or are in the process of affiliating with the Teamsters. Before the ITU merged with the CWA Jan. 1, about 13,000 of the ITU's 40,000 active members were mailers.

Members of San Francisco-Oakland Mailers' Union No. 18 voted in July 1986 to disaffiliate [**presstime**, Sept. 1986, p. 57]. Members of Minneapolis-St. Paul Mailers' Union No. 4 followed in October.

In San Francisco, a new local has been chartered by the Teamsters as the Northern California Mailers' Union. It and the Minneapolis-St. Paul local have combined with former ITU locals in Cleveland, Columbus and Youngstown, Ohio, to form a new "trade district" within the Teamsters' Newspaper Drivers' Division. The division in Cleveland is headed by Carmen Parise, secretary-treasurer of the Newspaper and Magazine Delivery Drivers Local 473.

The International Teamster, the union's official publication, said the trade district arrangement within the Newspaper Drivers' Division "will preserve longstanding collective bargaining and representation traditions in the printing trades and will facilitate the unionization of unorganized workers in that craft."

In addition to Minneapolis-St. Paul and San Francisco, mailer locals in the following cities have voted to disaffiliate from their former international: Albany, N.Y., Albuquerque, Baltimore, Boston, Cincinnati, Dayton, Ohio, Des Moines, Detroit, Houston, Indianapolis, Louisville, Memphis, Milwaukee, Newark, Phoenix, Seattle and Topeka, Kan.

Earlier this year, CWA President Morton Bahr said his union would not "stand idly by and let the Teamsters decimate the ranks" of the former ITU [**presstime**, Feb. 1987, p. 50].

Yet in Houston, for example, Elmer C. May, employee relations director of The Houston Post, said the CWA "did nothing . . . to court the mailers."

"With the initial success of the Teamsters in gaining affiliation of mailer units, it likely will be only a year or two before several pressroom units cast their lot with the Teamsters," commented Charles D. Cole, ANPA manager/labor relations.

—Clark Newsom

Newspaper union leaders chart future course at summit meeting

Leaders of newspaper unions have established a task force to work out a program for coordinated bargaining in the newspaper industry.

The action came at a March 10 summit meeting called by Charles A. Perlik Jr., president of The Newspaper Guild, in an effort to "bring back the climate of progress and achievement to newspaper bargaining tables" [**presstime**, March 1987, p. 62].

Attending the meeting at Guild headquarters in Washington, D.C., were representatives of six unions that represent newspaper employees. They included Perlik; James J. Norton, president of the Graphic Communications International Union; Morton Bahr, president of the Communications Workers of America; Robert S. McMichen, president of the CWA's printing sector; Carmen Parise, director of the Teamsters' Newspaper Drivers Division; and representatives of the Service Employees International Union and of the International Association of Machinists.

The group agreed to meet again April 28 at Guild headquarters. Before that meeting, each union is to compile a list of the expiration dates of all its contracts in the newspaper industry. A major objective of the task force will be to achieve common contract expiration dates at newspapers.

Each union agreed to designate a senior, staff-level representative to the task force. The representatives will be charged with working out the bargaining program.

The Guild Reporter

At union leaders' meeting are (clockwise from left foreground) Parise, George Kourpias of IAM, David Cromer of SEIU, McMichen (partially obscured), James N. Wood of CWA, Bahr, Michael P. McNally of GCIU, Norton and Perlik.

"We want to re-establish a climate for achievement," Perlik said after the meeting. "The publishers are taking their cue from other industries in the country like steel, automobile and textile that have off-shore problems that don't apply to the newspaper business."

"We're in agreement with Perlik that the collective bargaining process needs to be restored to its former level of dignity," said the GCIU's Norton. "Establishing an international unions' committee is the initial step in helping to bring that about."

"As far as the Teamsters union is concerned," said Parise, "in the newspaper business we feel coordinated bargaining is a must. I think its good for the membership and good for the industry. Here in Ohio, I've accomplished that for the most part."

Perlik said he would encourage other unions with bargaining units in the newspaper industry, such as the Operating Engineers, International Brotherhood of Electrical Workers and the United Paperworkers International Union, to attend the April 28 meeting.

Joseph F. Barletta, director of newspapers for Freedom Newspapers Inc. of Irvine, Calif., and chairman of ANPA's Human Resources Committee, said he could not recall a previous union meeting "of this nature." But he said he believes it will "take more than meetings" for the unions to "regain their strength" in the newspaper industry. □

Court rules dismissal did not violate Rehabilitation Act

The 11th U.S. Circuit Court of Appeals has upheld a lower court's ruling that Atlanta Newspapers Inc., publisher of the Journal and Constitution, did not violate the federal Rehabilitation Act of 1973 when it terminated the employment of a pressman who had multiple sclerosis.

The pressman's doctor had recommended that he not work near machinery. The pressman, Raymond L. Burnett, was let go after he declined other jobs offered by the company.

Burnett subsequently filed a complaint with the U.S. Department of Labor's Office of Federal Contract Compliance Programs, alleging employment discrimination on the basis of a handicap. The complaint was based on the 1973 federal act that applies to the government and government contractors. A publication that accepts a contract for a government advertisement in excess of $2,500 is deemed a government contractor under terms of the act.

U.S. District Judge Robert H. Hall granted the company's motion for summary judgment. Hall ruled that the newspapers were not government contractors on the day of the termination—on May 28, 1981—because that day's editions did not contain a government ad costing $2,500 or more.

The Court of Appeals affirmed Hall's decision, finding that earlier and subsequent advertisements placed in the newspapers by the U.S. Air Force Reserve did not make the company a government contractor within the narrow definition spelled out in the act.

(Burnett v. Brock, USCA11 No. 86-8310) □

Paper faulted for not arbitrating

An administrative law judge of the National Labor Relations Board has found The Idaho Statesman of Boise violated the Taft-Hartley Act by refusing to arbitrate a grievance initiated by Typographical Union No. 271.

At issue was whether the arbitration provisions of a labor agreement survived its expiration date.

Judge Joan Wieder said that generally, the terms and conditions of an agreement survive its expiration until such time as a new agreement is signed or an impasse in bargaining is reached. She noted that the case is related to an earlier one, now under appeal, in which the board found that the company had violated the act by bargaining to an impasse over a non-mandatory subject [**presstime**, Nov. 1986, p. 67].

Wieder said she was bound by the board's earlier decision and found that the newspaper "did have a duty to arbitrate" under the continued terms of the contract. She recommended that the board order the newspaper to rescind its unilateral change in working conditions.

The company is appealing Wieder's decision to the board.

(Federated Publications Inc. and Boise Typographical Union, ID-SF-014-87) □

NLRB upholds work assignment

The NLRB has upheld the New York Daily News in its assignment to employees represented by a deliverers' union the processing of pre-inserted Sunday sections. The work had been claimed by another union.

The jurisdictional dispute involved the Newspaper and Mail Deliverers' Union of New York and Vicinity, and New York Mailers' Union No. 6.

The company filed charges with the NLRB after the deliverers' union threatened to strike if the processing work at a new distribution center was taken from its members, or if the company agreed to arbitrate the dispute as demanded by the mailers' union.

The mailers sought an order in U.S. District Court compelling arbitration of the dispute, contending that its members had previously performed the work at another company facility, but the court deferred to the board under Section 10(k) of the Taft-Hartley Act. That section requires the board to make an award of disputed work after considering various factors.

The NLRB concluded that for reasons of economy, efficiency and the company's preference, employees represented by the deliverers were entitled to the work.

(Newspaper and Mail Deliverers' Union and New York News Inc., 282 NLRB No. 97) □

AP contract ratified

The Wire Service Guild said March 20 that its members had ratified a new two-year labor agreement with the Associated Press by a 300-180 vote [**presstime**, Jan. 1987, p. 48].

'Shoe' **By Jeff MacNelly**

A BIBLE AND A CAKE? WHAT'S THE OCCASION?
ONE OF OUR BIG UNION CONTRACTS EXPIRES TONIGHT.
I'M TRYING TO MAKE CONTACT WITH MODERATE ELEMENTS IN THE PRESSROOM.
MACNELLY 3/4
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Guild's Perlik sets October retirement date

Charles A. Perlik Jr., president of The Newspaper Guild for the past 18 years, will retire Oct. 14, 1987, a month before his 64th birthday.

Perlik has served as president longer than anyone else in the union's 54-year history. Before becoming president, he was secretary-treasurer for 14 years. Announcing his decision to retire, he said it "was made neither hastily nor under any duress, physical or otherwise."

Charles Dale

Charles Dale, currently secretary-treasurer, has announced his candidacy for president. Perlik is urging other Guild leaders and the membership to support Dale's bid.

Nominations for the presidency and other international offices will be made at the union's June 22-26 convention in San Diego.

Any contests that emerge will be resolved in an international membership referendum. If there are no contests, the candidates will be elected by acclamation at the convention.

The union has headquarters in Washington, D.C. □

NLRB dismisses charges in Tacoma

An NLRB regional director has declined to issue an unfair labor practice complaint against The Tacoma (Wash.) News Tribune.

The charges against the newspaper, filed by Mailers' Union No. 54, stemmed from a July 31, 1986, asset sale of the newspaper to McClatchy Newspapers of Sacramento. In the ownership transfer, McClatchy accepted no labor agreements or other contracts [**presstime**, Aug. 1986, p. 51].

The union alleged that by voluntarily recognizing it as the bargaining representative of mailroom employees, the newspaper became obligated to assume the terms of the old labor agreement.

John D. Nelson, the regional director in Seattle, said there was "no authority" for the union's position.

(Tacoma News Inc., Case 19-CA-18688) □

EMPLOYEE RELATIONS NOTES

• A telephone "hot line" for members of the Inland Daily Press Association to get **free advice on labor and personnel relations matters** has been activated by the Park Ridge, Ill.-based association.

"It's part of Inland's goal to help newspapers operate more efficiently," said Ray Carlsen, executive director. "We urge members to have their facts together before making a call."

The Chicago office of the law firm Seyfarth, Shaw, Fairweather & Geraldson is providing the service at no cost except for telephone charges. Members are charged for services involving more than telephone consultation.

• Labor organizations continue to represent **a declining proportion of the civilian workforce**, according to the U.S. Labor Department's Bureau of Labor Statistics.

The proportion of wage and salary workers belonging to unions fell from 18 percent in 1985 to 17.5 percent in 1986, BLS reported. While the decline was small, a BLS economist said it was part of a historical trend [**presstime**, March 1986, p. 22].

• Five former employees of Gannett Co.'s USA Weekend have filed a lawsuit charging the company with violations of the **Age Discrimination in Employment Act**.

The plaintiffs, who worked for Family Weekly before Gannett bought the Sunday magazine and converted it into USA Weekend [**presstime**, March 1985, p. 68], allege they were dismissed or demoted because they were over 40 years of age, a class protected by the act.

The five seek reinstatement to their jobs, back wages, damages and court costs.

Gannett has filed an answer to the charges in U.S. District Court in New York City.

• The discharge of a pressman at the Houston Chronicle for damaging a vending machine **has been sustained by an arbitrator**.

The long-term employee was fired after he kicked a candy machine in anger after depositing money and failing to receive merchandise. Glass on the machine was broken.

Arbitrator Charles R. Milentz said that although the vending machine incident by itself would not warrant discharge, the grievant's poor past record turned the event into a "last straw" situation.

• A jury has awarded the former classified advertising manager of the Visalia (Calif.) Times-Delta **$550,000 in a discharge case.**

The newspaper's lawyer is in the process of filing post-trial motions.

The plaintiff was fired for allegedly misappropriating company funds, but a Tulare County Superior Court jury found he had been wrongfully discharged.

Additional arbitration awards

Bellevue (Wash.) Journal-American, Guild: Michael H. Beck, ruling on three grievances, found the company violated the labor agreement by not paying student interns, but he upheld the company's refusal to pay overtime to a part-time employee for work on a sixth shift and its refusal to pay a minimum of four hours per shift for mailroom employees.

Chicago Sun-Times, Teamsters: Bert L. Luskin sustained the discharge of a truck driver who was convicted of gambling.

Erie (Pa.) Daily Times, Guild: Lewis R. Amis converted to a 30-day disciplinary suspension the discharge of a photographer for selling photographs for personal profit.

Eugene (Ore.) Register-Guard, Guild: Janet L. Gaunt overturned the discharge of a copy editor whose termination had been based on job performance.

San Diego Union and Tribune, Guild: Sharon K. Weizenbaum sustained the five-day disciplinary suspension of a circulation district manager for failing to report a driving accident.

San Francisco Chronicle, Guild: Armon Barsamian overturned for lack of evidence the discharge of a reporter for alleged falsification of time-cards.

San Jose Mercury News, Guild: Patrick J. Boner converted to a seven-month disciplinary suspension the discharge of a janitor for sleeping on the job.

Washington Post, Guild: Malcolm L. Pritzker found two free-lance writers were actually part-time employees and awarded them back pay and benefits.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

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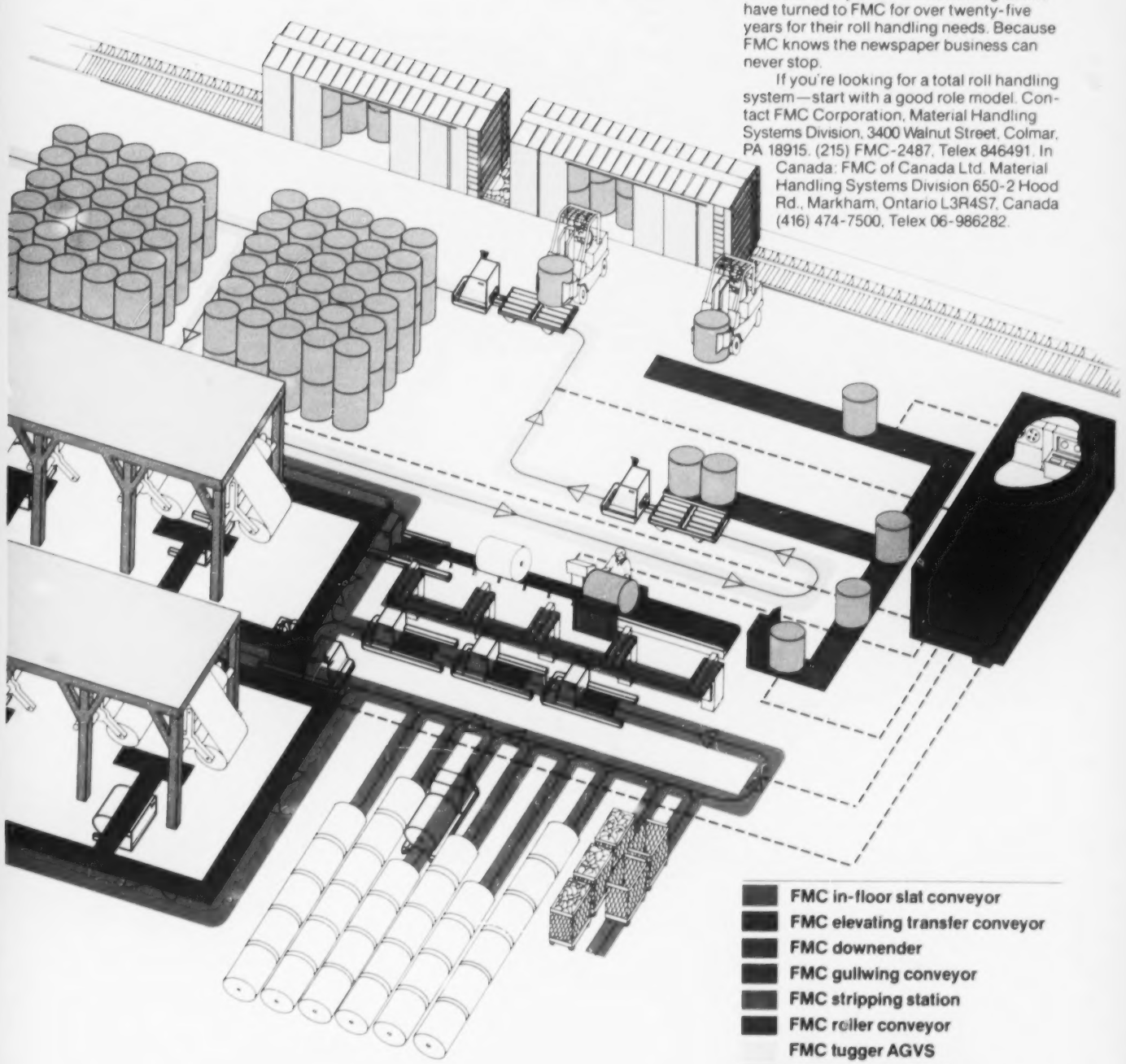

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Post-press prognosis: Labor still heavily needed

A mention of preprinted inserts usually brings moans and groans from newspaper production people. It did so once again at ANPA's second symposium on "Newspaper Packaging and Distribution."

Speakers and attendees at the March 3-5 conference in Chicago traded horror stories and said they believe mailroom woes will continue for the immediate future. With no end in sight to the proliferation of preprints, there was general agreement that the mailroom (some people prefer the newer terms "packaging and distribution center" or "post-press area") will remain a labor-intensive aspect of newspapering.

"I call it pre-press deja vu," George Cashau, ANPA director/technical research, said after the symposium. "That's because we're at about the same place in the post-press area that we were in the pre-press area about 10 years ago. The automation will come. We're just not there yet."

Symposium Chairman Larry D. Marbert, director/construction and mechanical systems for Knight-Ridder Inc., told the 205 attendees: "I believe if there is any theme to the symposium, it is that newspapers need to be open to new ideas and not simply rely on what's always worked to get the job done."

One of the presentations that attracted a high level of interest concerned the joint research and development effort just launched by The Washington Post and Harris Graphics Corp. The project features a computerized collating system that stacks inserts one on top another rather than inserting one into another.

Initially, only a fraction of the newspapers' preprints for the Sunday edition are being collated, said Michael Clurman, manager of the newspaper's Springfield, Va., plant. The rest of the collating equipment will be phased in over the next several months, he said, adding that if the equipment proves itself in the field tests, it should lead to significant reductions in mailroom staffing requirements.

The collating system has 40 hoppers situated along a conveyor belt, or linear "raceway," 225 feet long. Early in the week, individual preprints are fed into hoppers, and the preprints drop from the hoppers onto the moving raceway. The hoppers feed the raceway consecutively so that inserts are stacked in order.

Computers control the sorting of preprints for different zones and the number of preprints per stack.

Devices known as "pusher pins" separate the stacks and move them along the raceway.

Completed stacks enter an automatic plastic bagging machine manufactured by Sitma, an Italian firm. Clurman said the Post expects to produce 7,000 collated packages per hour on days prior to the Sunday edition's press run. The plastic packages are palletized and stored for eventual hand-stuffing into the newspaper "jacket" at the Post's three printing plants.

Even as the Post is looking forward to increased automation, an executive of Philadelphia Newspapers Inc. told the symposium there have been problems with the automated inserting equipment installed at PNI last year.

Glen E. Nardi, vice president/production, said the Ferag Inc. units were purchased in an effort to achieve efficiency in inserting preprints for The Philadelphia Inquirer and Philadelphia Daily News.

PNI purchased six Ferag Rotosert inserting drums, Rotodisc palletizing and depalletizing equipment, two 4-into-1 inserters, and four 8-into-1 inserters [**presstime**, July 1986, p. 26].

The equipment has not met PNI's expectations, Nardi said, because the size of the newspapers proved to be more than the inserting drums could handle, because the number of preprints received was considerably more than had been expected, and because employees did not learn to operate the equipment as quickly as anticipated.

Nardi said the Sunday edition has been split from two basic components to four parts to make the individual packages smaller and thus easier for the machines to handle.

A Ferag spokesman said the company is working with PNI to resolve the problems.

"Newspapers need to be open to new ideas and not simply relying on what's always worked."

In two other locations, the symposium audience was told, new equipment is working satisfactorily.

The Times-Colonist in Victoria, British Columbia, has been using Muller-Martini Corp. Bi-Liner inserters and Printroll Buffer system (storage drums) for little more than a year, and Production Manager Steve Majorki said the units are operating at capacity.

The newspaper is the first in North America to have that mailroom system installed, said Majorki, adding that it has enabled the Times-Colonist to reduce labor costs, increase productivity and accept inserts within an hour of press time.

The Lansdale (Pa.) Reporter is also satisfied with its new inserting equipment, the Graphic Management Associates SLS-1000, installed last year. The so-called "straight-line," single-gripper machine has made it possible for the newspaper to halve its mailroom staff, said Production Director Larry Stasulis.

Other speakers described computer software innovations for the mailroom. At The Boston Globe, for example, computers have been programmed to keep newspaper bundles, mailroom equipment, trucks and drivers flowing smoothly, said Michael Ide, assistant production director.

The Pittsburgh Press uses software in a different way. A program called Zip/Zap gives advertisers a choice of total market coverage or targeting certain ZIP code areas. William J. Lee, director/data processing for the newspaper's parent firm, Scripps Howard, said preprint advertisers are given 378 different truck routes used for delivery of the Sunday Press; the advertisers then select the routes based on the areas they want to target, and that information is fed into the computer.

As newspapers try these and other tactics in the logistical battle associated with handling billions of preprints annually, ANPA Chairman and President Alvah H. Chapman Jr. put the problem into perspective by reminding the group that preprints offer newspapers an opportunity to attract new advertisers and increased revenues.

"The combination of the zoning we (newspapers) have done and the additional volume of preprints, much of which is also zoned, has brought us many new customers," noted Chapman, chairman and chief executive officer of Knight-Ridder.

—Rosalind C. Truitt

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Scanner use still growing

The use of electronic color scanners at newspapers in the United States and Canada continues to rise, a new ANPA survey revealed.

Of the 703 newspapers responding to the survey, 182 reported scanners in use. In the last survey, conducted two years ago, 103 newspapers were using electronic scanners [**pressTime**, March 1985, p. 56].

Exact comparisons between the two surveys are not possible because of differences in the number of respondents. The earlier survey drew 600 final responses.

Nevertheless, ANPA officials said the latest survey and other communications with newspapers indicate a definite increase over the past two years.

"Electronic color scanners are having a significant impact because color quality is so important to newspapers," said Peter P. Romano, ANPA director/technical services. The scanners are used to make color separations and to correct color tones in a picture.

Among other findings of the 25-question survey, which was mailed to ANPA's nearly 1,400 member newspapers late last year are:

- The scanner models most commonly used are Royal Zenith's 4050 and 2008, Hell Graphic Systems' 299 and 299L, Crosfield's 645 I.E., and D.S. America's SG-608, in that order.
- More than five times as many offset newspapers use color scanners as letterpress papers. Five papers with flexographic presses have them.
- Among newspapers without a scanner, 40 said they plan to buy one in 1987; 136 said they are considering a purchase. The rest, 345, said they did not plan an acquisition.
- Most papers using scanners—146—use transparencies (slides) for separations, 46 use color prints, and seven use color negatives. (The numbers total more than the 182 newspapers with scanners because some papers make separations from more than one type of photographic element.)
- Far more separations are made for editorial use than for advertising or for third parties on a commercial basis. Seventy-two newspapers said they make 40 or more editorial separations weekly. On the other hand, only 17 newspapers said they make that many advertising separations, and just five reported making that many commercial separations.
- Respondents use duPont film most often, followed by Fuji, Kodak and Agfa-Gevaert. For development chemistry, duPont is chosen most often, followed by Kodak, Agfa-Gevaert, Chemco and Fuji. Chromacheck is the most popular proofing system, followed by Color Key, Naps and six others.

Despite the benefits scanners offer, respondents reported that the machines can have their problems, too, including: "soft" dots; difficulty with installation and start-up procedures; slow, inconsistent service by manufacturers; blown fuses; dark lines appearing on negatives; sizing inconsistencies; vacuum-pump failures; loose belts; and difficulty in getting replacement parts.

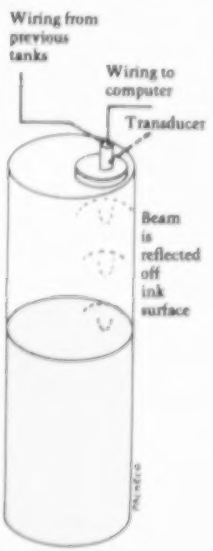
Asked what scanner concerns or related services ANPA should consider, respondents replied: training and retaining scanner operators, comparing systems, working with wirephotos, and controlling paper waste by getting the color right in the initial separation process.

Survey results will be mailed to ANPA member-newspapers this month. □

Sonar system gives continuous ink-tank readings

The concept of sonar usually brings to mind such nautical applications as finding fish or enemy submarines. But in the port city of Baltimore, it has taken on new meaning for the benefit of newspapers.

The Baltimore Sun has developed an inexpensive, sonar-based system in which its printing ink-tank levels are checked continuously to within an accuracy of one-tenth of 1 percent error—in other words, within 10 gallons in a 10,000-gallon tank.



Readings in gallons appear on an alphanumeric display in the press foreman's office located about 140 feet from the Sun's six ink tanks.

The monitoring system also enables the Sun to generate on ink usage per shift or per press run. They are useful in fine-tuning the presses for the most economical operation, training press crews for maximum efficiency and keeping track of ink deliveries.

The heart of the system is a commercial version of a simple rangefinder/transducer developed by Polaroid Corp. for the focusing mechanism in a line of instant-picture cameras. The Sun installed one of these transducers mounted in a special plastic fixture measuring 6-8 inches in diameter in the manhole cover of each of its six tanks.

Cost for the hardware was about $2,000. Total development time was about six months.

The devices emit short pulses of ultrasonic sound down into the tank, and they detect the echo that bounces back from the surface of the ink stored there. Distance from the sensor to the ink is determined by measuring the time it takes for a pulse to travel down and back. Depth of the ink is derived simply by subtracting the transducer-to-ink distance from the height of the tank. Volume then is calculated automatically and displayed in gallons.

The transducers accurately measure distances to within one-eighth of an inch with a range of 35 feet. They are linked to a custom microprocessor that produces the six alphanumeric readings in the foreman's office.

Thomas M. Germroth, the Sun's supervisor of production support, said readings from the system eventually will be transmitted to a personal computer for further analysis. The Sun also plans to set up an alarm indicating such things as low ink levels, tank overfill and a sudden drop in ink level caused by a broken ink line or other problem.

Germroth said the sonar system has proven far superior to other ink-measuring devices such as in-line flow meters, which are "delicate and costly", and specific gravity gauges and "float and repeaters," which are much less accurate. □

Editor's note: This story was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Dawn D. Murphy, Technical Services Department, The Newspaper Center, Reston, Va.

Solution to offset tinting, toning found to give erratic results

About 100 newspapers have contacted Anchor/LithKemKo for information since the plateroom chemicals and supplies manufacturer announced last fall that it had found a possible solution to offset newspapers' tinting and toning problems.

However, company President James F. Meister said it now appears the solution, which involves exposing gummed offset plates a second time with an ultraviolet light [**pressti**me, Oct. 1986, p. 16], has something in common with many remedies tried in recent years—sometimes it works and sometimes it doesn't.

No one has been able to determine why.

"Some newspapers have had great success, and for others it hasn't worked at all," Meister said.

The Anchor/LithKemKo procedure calls for coating an offset plate with a photosensitive chemical, diazo resin, and then exposing it with a negative on a light table—fusing the diazo as an image to the plate. A second exposure of three to four seconds is thought to bond any residual diazo to the plate and thus prevent stray particles from becoming ink-receptive and mottling the printed page.

"We would like to trace back through the times it was successful. That might provide a clue as to why it doesn't work all the time," Meister said.

ANPA will do just that. George Cashau, director/technical research, said his department will include that in its new in-depth study of tinting and toning problems.

The research, which may take several years and may well result in several, not just one, solutions to the problem, will concentrate on the following areas:

- The effects of various water, ink and paper combinations
- The range of optimal operating temperatures for newspaper offset printing presses, with special attention to ink train rollers and plate cylinders
- The effect of ink flow
- The effect of plate surface graining
- The possiblity of setting guidelines for raw materials used in the offset process.

Cashau, who spoke on the subject at the Great Lakes/Midstates Newspaper Conference in Chicago in late February, described tinting and toning as an offset printing defect that involves the coloring of the non-image area with the color or colors being printed. This creates a dirty-looking background that is severe in some cases, barely noticeable in others.

"The cause or causes of the problem are not known partly because the offset printing process is a complex chemical, material, mechanical printing operation involving hundreds of variables. We believe that this problem can be caused by ink, fountain solutions, plates, newsprint, pressmanship, plate exposure, atmospheric conditions and gremlins," Cashau said, the last item noted at least partially in jest.

Because a cure to the problem has proved so elusive, he called tinting and toning "the common cold" of offset printing. Cashau said no offset-printed newspaper is spared the malady and added: "It is an industry problem that all of us must resolve."

Until research helps determine a cause and develop a solution, newspapers can follow some procedures to minimize toning, he said.

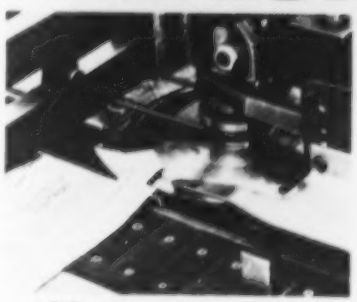
"I firmly believe that a good quality control program makes trouble-shooting easier," Cashau said. "If a newspaper has established checkpoints along its production system and has recorded equipment settings, variances in these routines can easily be spotted. In other words, you know where to look." □

Equipment exchange

For sale: Two Hendrix 6490 systems. In use now, producing 42 pages daily. One system has four RK05 drives and 15 VDTs with full classified and composition packages. One has three RK05 drives, no classified, no composition, 24 VDTs. Three TTYs, one heavy-duty. Includes spare readers, punches, drives, boards, etc. Contact Pam Byrne, production manager, Concord Monitor, 3 North State St., Concord, N.H. 03301; (603) 224-5301.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

STUFFING TABLOIDS?



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New infrared equipment predicts and prevents downtime

When an overheated bearing fails on a press, it can cause a catastrophic equipment failure.

To guard against that and other thermagraphic problems, two Texas newspapers owned by The Hearst Corp.—the Midland Reporter-Telegram and the Beaumont Enterprise—have an outside company come into their plants with sensing equipment to locate problems before they happen.

George B. Irish ordered his first survey from Witte Energy Management of Midland when he was publisher of the Reporter-Telegram there in 1982. Irish said he found the information to be so beneficial that he has ordered expanded evaluations on an almost annual basis since then.

After Hearst purchased the Beaumont newspaper, Irish moved there in 1984 as publisher and again instituted the thermographic surveys. The Midland daily, meanwhile, has continued them.

"It really makes a lot of sense," Irish said. "We have been warned of a number of problems that, left unattended, would have resulted in substantial costs." Those problems range from overheated motors that would have burned out to faulty electrical connections, he said.

Richard E. Witte, president of the energy-management firm, visited The Newspaper Center in Reston, Va., in March to demonstrate his company's service, which is more widely used by the oil, bottling and some other industries.

After the demonstration, William D. Rinehart, ANPA vice president/technical, said pressroom, mailroom and plateroom equipment all are potential candidates for such an evaluation. "Equipment can be checked out in minutes without disassembly that could take days, and that could be very valuable for newspapers," Rinehart said. "Downtime can cost newspapers a lot of money. It would be great to predict such failures ahead of time."

George Cashau, ANPA director/technical research, noted the trouble-shooting procedure is "predictive as well as preventative."

Other companies perform thermographic inspections, but Rinehart and Cashau said they were not aware of others that are soliciting business from newspapers.

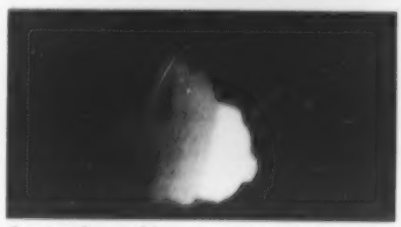
Witte explained that locating equipment that is likely to fail is possible because worn parts give off more heat than do those in good working order. Witte, an engineer, uses portable infrared imagers and non-contact spot thermometers to inspect motors, electrical switchboxes and other components. The infrared sensing equipment detects hot spots not visible to the naked eye and creates a thermal image in a camera-like viewer.

Equipment failures generally are not sudden but rather are progressive, with the troublesome part growing hotter and hotter over time, he said.

In addition to detecting potential mechanical failure, thermographic inspections can also be useful in energy-conservation programs by identifying areas of heat loss.

A detailed report, including infrared photographs of specific parts, is prepared. Equipment to be watched or that needs immediate attention is pinpointed.

The cost of the surveys at the two Texas dailies has averaged about $500 to $1,000. Irish said he regards this as "money well-spent." □



Sensors detected bearing wear on a shaft at the Beaumont Enterprise.

TECHNOLOGY NOTES

• Camex Inc., a manufacturer of display-ad makeup systems for newspapers, **purchased Intertext Inc.**

Intertext, founded in 1984, makes personal-computer-based editorial and classified systems for small-to-medium-size newspapers.

• Dow Jones & Co., Apple Computer Inc. and MCI Communications Inc. are joining forces to create and market communications software that **integrates electronic mail functions with graphics capabilities** of the Apple Macintosh.

Desktop Express will allow users to send documents with graphics to remote locations.

• Digital Equipment Corp. signed a marketing agreement with Aldus Corp. to **market PageMaker desktop publishing software** as part of DEC's VAX Integrated Publishing system.

Widely used by newspapers, PageMaker is a page-composition program that allows the computer screen to be used as an electronic paste-up board.

• AM International Inc., which acquired Harris Graphics Corp. in 1986, has combined Harris' Web Press USA and Web Press Europe Division into a **new Web Press Group.**

The move is part of AM's plans to consolidate its Harris subsidiary.

TECHNOLOGY CALENDAR

• **Composition '87 and Type-X '87**, the National Composition Association convention and trade show, will be April 9-11 at the Marriott Marquis in New York City.

• **Paper and Ink Problems in the Pressroom**, a Graphic Arts Technical Foundation seminar, will be May 2 at the International Hotel, Baltimore/Washington International Airport, and May 5 at the Holiday Inn, Milford, Conn.

• The **Gutenberg Festival**, will be May 14-17 at the Long Beach (Calif.) Convention Center.

• The **annual Web Offset Meeting**, a technical seminar will be May 18-20 at the Royal York Hotel in Toronto.

• **ANPA/TEC '87**, the 59th annual ANPA Technical Exposition and Conference, will be June 6-10 at the Las Vegas Convention Center.

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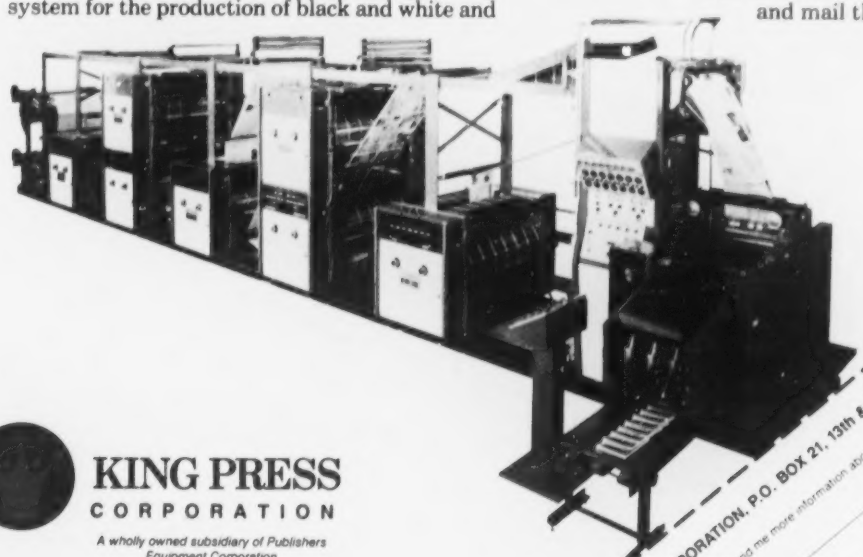

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Technology

Kodak dropping Ektaflex; newspapers seek alternative color print system

Eastman Kodak Co.'s announcement that it will stop making Ektaflex color-print-making equipment and supplies has resulted in a quandary for some newspapers.

The problem, according to photo directors and technicians, is that there is no product on the market that equals the performance of Ektaflex—a system in which color prints can be made quickly and without running water.

Ektaflex is popular especially among newspaper photographers who need to make color photos while traveling on assignment. It is used mostly in conjunction with color negative film, now the standard at a number of newspapers [**presstime**, Feb. 1987, p. 12].

Kodak recently told its dealers it will stop making Ektaflex materials in late 1987. Spokesman David D. Holtz said the reason is insufficient demand. "We liked the product a great deal, but the market demand is really very, very low," he said. "It is not cost-effective to keep producing" the line.

Some newspaper photo chiefs speculated that Kodak will cease production as part of the aftermath of a lawsuit that Polaroid Corp. won against the Rochester company. Polaroid protested Kodak's introduction of instant-print cameras.

However, Holtz said the technology involved in Ektaflex and instant cameras is "sufficiently different" to eliminate that kind of possible legal entanglement. Of the Ektaflex decision, he said, "I really don't think there is any relevance" to the lawsuit.

Kodak's decision has left newspapers to ponder a world without Ektaflex.

One option is to make prints with traditional technologies that require running water and temperature control. "It's a little harder but not that much harder," said Brian H. Horton, photo enterprise editor of the Associated Press. AP, a heavy user of Ektaflex, has stockpiled a supply of the paper, film and chemicals involved, he noted.

Harlin D. Smith, graphics editor of The Sacramento Bee, said another alternative is to shoot slides rather than negatives and to send the transparencies back home via a new transmitter designed especially for positive film. He is not sure that will be his newspaper's course of action, however.

Andreas C. Constantinou, darkroom technician in the New York City office of Newsday, said he lacks sufficient hot water to do traditional color printing conveniently. He laments the loss of Ektaflex. "I'm sunk without it," he said. □

Transportation

Safe-driving programs may lead to insurance-rate discounts

ANPA's Newsprint and Transportation Department suggests that newspapers ask their auto and truck insurance companies about reduced premiums that might be available if the newspaper implements a safe-driving program.

Carriers in some states may give a credit for such programs.

Insurance Services Office Inc. of New York City, an insurance statistical, advisory and rating firm representing about 80 percent of the commercial auto and truck business, said safety campaigns lead to fewer claims and ultimately to lower premiums.

ISO offered the following explanations of two basic insurance rating plans that could benefit newspapers.

• "Experience" rating plans, which generally apply to businesses with five or more vehicles of any type, use the actual loss experience of the firm being insured to determine premiums. If the company's loss record is better than average, it will get a credit; if the record is worse than average, it will pay more. Most carriers use the insured's loss record for the previous three years to determine any needed modification. Changes can be made to premiums that provide liability, comprehensive and collision coverage.

• "Schedule" modification plans, permitted in most states, allow an underwriter to raise or lower rates to reflect changes in a risk. For example, if a newspaper installs a safety program that the underwriter believes will improve its loss record, the underwriter can allow a credit in anticipation of the improved loss record over the next few years. The underwriter also can raise rates under this plan when he or she does not get cooperation in trying to improve a loss record.

In a few states where experience rating is mandatory, schedule rating is not permitted.

An example of a safety program that can result in lower insurance rates is the safe-driving campaign jointly sponsored by ANPA and the International Circulation Managers Association since 1941. Open to all dailies at no charge, it is designed to reduce highway fatalities and injuries in the United States and Canada and to build a safe-driving record in the newspaper business.

The program has been successful. The accident rate among 619 participating newspapers in 1985 was more than 42-percent lower than that of 1941 [**presstime**, June 1986, p. 66]. Information on the 1986 program currently is being compiled.

Details of the ANPA-ICMA campaign and of some individual newspapers' programs are available from the ANPA Newsprint and Transportation Department or from ICMA at The Newspaper Center, Reston, Va. □

Truck deregulation reintroduced

Legislation has been reintroduced in Congress to deregulate the trucking industry and provide for phasing out the Interstate Commerce Commission.

The measure would keep railroad freight regulation intact but would transfer virtually all of it from the ICC to the Department of Transportation. The ICC would close Oct. 1, 1987.

Common-carrier liability for shipments regulated by the ICC would be retained. □

Conrail prepares to sell stock

Conrail has filed with the Securities and Exchange Commission a registration statement covering the federal government's proposed initial public offering of 58.75 million shares of the railroad's common stock.

The public offering is being made under the Conrail Privatization Act, enacted last year [**presstime**, March 1987, p. 73].

According to reports, initial offering price will be $26-29 per share, which would generate $1.52-1.7 billion. Congress last year envisioned a yield from the sale of about $1.7 billion. □

New truck brake rules issued

The Federal Highway Administration has ordered that by Feb. 26, 1988, front-wheel brakes must be on commercial motor vehicles exceeding 10,000 pounds gross vehicle weight and manufactured after July 24, 1980.

The FHA said a one-year grace period will be allowed, however, where retrofitting is required.

CPU targets Abitibi-Price; UPIU strikes Arizona mill

The Canadian Paperworkers Union has picked Abitibi-Price Inc. as the target company in contract negotiations with paper workers in Manitoba, Ontario, Quebec and the Maritime Provinces. The majority of Canadian mill contracts expire this year [**presstime**, March 1987, p. 73].

Preliminary talks are under way between the CPU and Abitibi, with full-scale negotiations scheduled to begin April 21. The union is seeking a $1-an-hour increase (6.7 percent) for the first year and a minimum of $1.25 an hour (8 percent) for the second.

ANPA's statistics indicate that U.S. newspaper publishers are keeping newsprint inventories at a good level in anticipation of a possible labor problem.

Canada supplies the U.S. with more than half of its newsprint supply, most of which comes from Eastern Canada.

In labor news at U.S. newsprint mills:

• The United Paperworkers International Union March 17 struck Southwest Forest Industries' Snowflake, Ariz., mill. The company planned to resume operations using salaried and replacement workers as negotiations between management and the union took place. The contract expired Feb. 28.

• A three-year contract was ratified between the UPIU and Augusta (Ga.) Newsprint Co. Workers will receive a 3-percent raise in the first year, a $1,000 lump-sum increase in the second and 3 percent in the third. □

Peladeau and Maxwell acquire Donohue Inc.

The Quebec government agreed to sell its 56-percent share in Donohue Inc. to Quebecor Inc. and British Printing and Communications Corp. for $320 million.

Quebecor is a Montreal-based printing and newspaper publishing company, and British Printing—headed by press magnate Robert Maxwell—is the parent company of the Mirror Group of newspapers with headquarters in London.

Donohue is a Quebec City-based forest products concern with newsprint mills at Amos and Clermont, Quebec.

Pierre Peladeau, Quebecor president and chief executive officer, said Quebecor and British Printing will respect Donohue's joint newsprint operations with The New York Times Co. and Gannett Co.

In a related development, the Quebec government decided not to sell its 28-percent share of Domtar Inc. Control of Domtar assets will remain in the hands of Dofor Inc., which in turn is 90.7-percent held by Societe Generale de Financement du Quebec, a provincial holding company [**presstime**, Jan. 1986, p. 68]. □

Another price hike

Two Canadian newsprint firms have announced they will increase prices to U.S. customers on July 1.

MacMillan Bloedel Ltd. made the first announcement, saying its list price would be raised to $600 per metric ton less discount.

Abitibi-Price Inc. followed with an announcement of an increase to $610.

Last Oct. 1, most newsprint producers raised the list price to $570 per metric ton for U.S. customers [**presstime**, Nov. 1986, p. 70].

NEWSPRINT NOTES

• Crown Forest Industries Ltd. plans a **$25-million expansion** of its Elk Falls thermomechanical pulp mill at Campbell River, British Columbia. By 1989, newsprint capacity there will be increased by 50,000 metric tons to 500,000 tons a year.

• CIP Inc. has **started up a new 155,000 metric-tons-a-year newsprint machine** at its Gatineau, Quebec, mill. The machine replaces one with 95,000 tons of capacity that was closed in 1985 [**presstime**, June 1986, p. 77].

• CIP has joined Kenaf International on a task force to study the **feasibility of using kenaf** as a fiber for newsprint. A mill test of kenaf grown in Texas will be made in October—possibly at one of CIP's mills—with actual pressroom trials to follow [**presstime**, Feb. 1987, p. 52].

• Tasman Pulp & Paper Ltd.'s newsprint mill in Kawerau, New Zealand, is expected to be shut down for a few months because of **damage from an earthquake.**

Three-year contracts were industry norm in '86 negotiations

More than three-fourths of the labor contracts negotiated in 1986 at U.S. pulp and paper mills were for three years, according to an annual study by the American Paper Institute.

Of the 129 agreements, 98 were for three years. Fifteen were for four years, 14 for two years, one for one year, and another for six years.

First-year wage increases amounted to a weighted, national average of 0.3 percent. Deferred increases [**presstime**, April 1986, p. 67] averaged 2.2 percent for the second year and 2.4 percent for the third.

The following charts summarize the wage provisions for 1986 contracts:

1986 first-year wage increases[1]

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	15	6,111	1.0% (12¢)
Eastern	21	5,234	0.6% (6¢)
Southern	48	30,458	0.1% (3¢)
Midwest	37	16,322	0.5% (4¢)
Pacific	8	2,903	0.2% (2¢)
National totals 1986	129	61,028	0.3% (3¢)
National totals 1985	101[3]	35,068[3]	2.1% (24¢)[3]

Deferred wage increases (negotiated in 1986)[2]
Second year (1987)

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	15	6,111	1.2% (12¢)
Eastern	21	5,234	2.7% (27¢)
Southern	48	30,458	2.4% (32¢)
Midwest	36	16,132	2.7% (32¢)
Pacific	8	2,903	(0%) (0¢)
National total	128	60,838	2.2% (28¢)

Third year (1988)[1]

Region	Mills[2]	Employees[2]	Weighted average[2]
New England	14	5,996	3.0% (35¢)
Eastern	18	4,593	2.2% (22¢)
Southern	45	28,353	2.6% (36¢)
Midwest	31	14,316	2.4% (31¢)
Pacific	6	2,358	0.6% (8¢)
National total	114	55,616	2.4% (32¢)

[1]Excluding cost-of-living clauses and bonuses
[2]Preliminary
[3]Revised

Newsprint seminar set next year

ANPA and the Canadian Pulp and Paper Association's Technical Section will sponsor a newsprint seminar Oct. 13-14, 1988, at the Chicago Hilton. Further details will be published in **presstime**. □

'87 consumption opens on upswing

Newsprint consumption by all U.S. users increased 1.5 percent in February compared with February 1986, while U.S. daily newspapers' consumption increased 1.4 percent. For the first two months of 1987, consumption was up 0.4 percent for all users and 1 percent for daily newspapers.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 42 days' supply at the end of February, the same as at the end of January but down from 45 days in February 1986.

Worldwide shipments from Canadian mills for the first two months of the year were running ahead of last year by 6.9 percent. Shipments to the United States were up 4.8 percent.

Domestic shipments from U.S. mills during the two-month period increased 6.3 percent, while shipments overseas were up 14.4 percent. The lower value of the U.S. dollar contributed to the increase in exports.

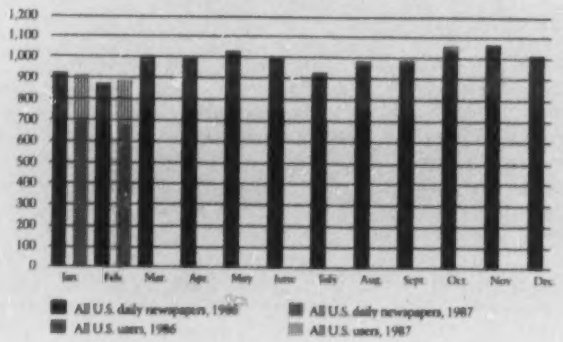
Estimated consumption of all U.S. daily newspapers[1]

Region	January 1987	January 1986	% Change
Northeast	174,218	168,935	+ 3.1
North Central	143,882	142,274	+ 1.1
South	217,833	221,742	-1.8
West	157,731	156,242	+ 1.0
Circulation Size			
up to 25,000	48,647	44,415	+ 9.5
25,001-100,000	140,758	140,200	+ 0.4
Over 100,000	504,259	504,578	-0.06
January totals	693,664	689,193	+ 0.6
Region	**February 1987(p)**	**February 1986**	**% Change**
Northeast	173,699	164,645	+ 5.5
North Central	139,165	139,089	+ 0.05
South	215,845	217,966	-1.0
West	150,787	148,350	+ 1.6
Circulation Size			
up to 25,000	48,080	44,847	+ 7.2
25,001-100,000	138,015	136,130	+ 1.4
Over 100,000	493,401	489,073	+ 0.9
February totals	679,496	670,050	+ 1.4
Two-month totals	1,373,160	1,359,243	+ 1.0

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
January 1987	554,468	84,558	111,068	750,094
January 1986	523,432	83,641	105,865	712,938
February 1987	540,734	92,694	122,885	756,313
February 1986	521,565	84,221	90,583	696,369
Two months 1987	1,095,202	177,252	233,953	1,506,407
Two months 1986	1,044,997	167,862	196,448	1,409,307
Increase	+ 50,205	+ 9,390	+ 37,505	+ 97,100
	+ 4.8%	+ 5.6%	+ 19.1%	+ 6.9%
From U.S. mills				
January 1987	397,562		29,529	427,091
January 1986	368,463		18,431	386,894
February 1987	380,229		22,030	402,259
February 1986	367,024		26,643	393,667
Two months 1987	777,791		51,559	829,350
Two months 1986	735,487		45,074	780,561
Increase	+ 42,304		+ 6,485	+ 48,789
	+ 5.8%		+ 14.4%	+ 6.3%
From North American mills				
Two months 1987	1,872,993	177,252	285,512	2,335,757
Two months 1986	1,780,484	167,862	241,522	2,189,868
Increase	+ 92,509	+ 9,390	+ 43,990	+ 145,889
	+ 5.2%	+ 5.6%	+ 18.2%	+ 6.7%

Estimated newsprint consumption, 1986-1987 (thousands of metric tons)



Estimated consumption of all U.S. users

	1986	1985	% Change
December totals	1,010,863(r)	1,014,669	-0.4(r)
Annual totals	11,937,370(r)	11,587,092	+ 3.0(r)
	1987	**1986**	**% Change**
January totals	911,590	917,955	-0.7
February totals	893,719(p)	880,869	+ 1.5(p)
Two-month totals	1,805,309(p)	1,798,824	+ 0.4(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
December 1986	848,602	37	8
December 1985	909,960	41	8
January 1987	845,226	36	6
January 1986	920,181	40	6
February 1987	875,046	35(p)	7(p)
February 1986	926,556	39	6
Canadian mills			
January 1987	321,699	—	—
January 1986	349,401	—	—
February 1987	331,121	—	—
February 1986	379,453	—	—
U.S. mills			
January 1987	66,773	—	—
January 1986	89,831	—	—
February 1987	64,604	—	—
February 1986	89,774	—	—

Production

	Canada	U.S.A.	North America
January 1987	794,589	444,790	1,239,379
January 1986	771,939	420,230	1,192,169
Increase	+ 22,650	+ 24,560	+ 47,210
	+ 2.9%	+ 5.8%	+ 4.0%
February 1987	765,735	400,090	1,165,825
February 1986	726,421	393,610	1,120,031
Increase	+ 39,314	+ 6,480	+ 45,794
	+ 5.4%	+ 1.6%	+ 4.1%
Two months 1987	1,560,324	844,880	2,405,204
Two months 1986	1,498,360	813,840	2,312,200
Increase	+ 61,964	+ 31,040	+ 93,004
	+ 4.1%	+ 3.8%	+ 4.0%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Parade contract clause draws ire of some publishers

Most early respondents to a survey of the Southern Newspaper Publishers Association objected to a new clause in updated contracts with Parade magazine that says a newspaper may not carry "any other syndicated newspaper magazine" without risking termination of its contract with Parade.

So far, only three members of SNPA will have to eliminate either Parade or USA Weekend under the clause, said Cynthia W. Durham, information officer for SNPA. They have been given until February 1988 to reach a decision, she said.

After one publisher told SNPA of the clause in February, the SNPA Bulletin ran a story about it in its Feb. 25 issue, attaching a questionnaire on the subject and asking association members to respond.

As of March 18, 36 of SNPA's 435 member newspapers had returned the questionnaires. Their responses were mixed concerning whether they would sign such a contract, Durham said. But while most carry only one of the nationally distributed magazines, there was widespread discontent about Parade's policy, she reported. "It was the principle of the idea, that Parade was seeking to influence editorial content."

"The principle of the thing," countered Parade Publisher Carlo Vittorini, "is we can't afford to give them a good magazine without preserving advertising revenues." He called the SNPA Bulletin story "irresponsible" because it "indicated that we were restricting the distribution of other people's products, and that's not true."

Rather, he said, the clause asserts Parade's right to control its own distribution to meet fiscal needs, a policy it has followed "forever."

The policy has required a gradual implementation of the special clause only in the past three years due to the inclusion of USA Weekend as a supplement to some Friday or Saturday editions, a practice which did not occur with its predecessor, Family Weekly.

Parade's current circulation is 31.7 million through about 300 newspapers, while USA Weekend's is 13 million through about 200 papers [**presstime**, Oct. 1986, p. 71].

"Parade does not distribute through newspapers that carry another national syndicated magazine because we cannot exist without national advertising support," said Parade President Frank McNulty. "We have found that national advertisers are unwilling to pay for inefficient, duplicated readership that would result if a newspaper carried more than one national syndicated magazine."

Whenever Parade representatives have discussed the policy with publishers, he said, "every one fully understood and appreciated our problem and was sympathetic to the contractual steps we took to meet it."

USA Weekend, meanwhile, is experiencing some changes in its markets. Starting April 1, it picked up more than 300,000 circulation by virtue of a new contract with The Boston Herald. But it will lose one large market, Chicago, on May 1, and it may lose a second one, Houston, this fall.

The Chicago Tribune was released from its contract four months early and will stop carrying the magazine, primarily to devote more resources to its own Sunday magazine, said Robert R. Reese, special projects manager. He also cited the loss of national advertising revenues to USA Weekend as a secondary consideration.

The Houston Post notified USA Weekend last September of its intention to cancel its contract with the magazine, but it will be next September before a cancellation can take effect.

Post Publisher Donald F. Hunt said a final cancellation decision has not been made. "We are not ready to say we want to continue for another two years," he said. "Sending in our cancellation gives us an opportunity to rethink things."

The loss of national advertising to USA Weekend was the main reason the Post would cancel the magazine, Hunt said. □

PAGE volume soars

Membership in a purchasing cooperative for independent daily newspaper owners reached 82 and their purchases totaled $17 million in 1986, its second full year of operation.

The purchasing volume represents an 87-percent increase from 1985 for Publishers Associated to Gain Economy, or PAGE.

The cooperative is projecting that purchases this year will reach $25 to $30 million, in large measure because of added newsprint commitments.

PAGE was started in mid-1984 to give independent newspapers the clout to obtain volume discounts previously available only to large newspaper groups [**presstime**, Feb. 1986, p. 61].

PAGE members range in circulation from 6,000 to 120,000. □

Support given for project to save newspaper titles

Newspaper-related foundations and individual newspapers have contributed about 7 percent of all the non-federal funds supporting a national effort to find and preserve about 250,000 newspaper titles published in the United States from 1690 to the present.

With the recent addition of Illinois to the United States Newspaper Program, half of the states now participate in the project, which is primarily funded by the National Endowment for the Humanities and coordinated with the Library of Congress.

Of the $6.4 million in grants so far awarded to program efforts in various states, about $2 million has come from non-federal sources. Of that, more than $140,000 has come from newspapers, the largest single grants being $80,000 from Gannett Foundation and $18,210 from the Journalism Foundation of the Alabama Press Association.

The project has cataloged thousands of newspaper titles that were born, expired or changed with the march of history. Those newspapers now are being preserved for use by scholars, genealogists and the public.

The project began to collect newspapers in 1982, almost 10 years after various historical societies began to push for the effort, including the Organization of American Historians, which made it its highest priority [**presstime**, Sept. 1984, p. 13].

"One of the most exciting aspects of this program is that new newspaper titles and whole runs of old newspapers are being discovered," says Humanities Endowment Chairman Lynne V. Cheney.

"Project directors intensively survey their states, the word gets out that old newspapers are being sought, searches are made, and new material is found in garages, attics, cellars, newspaper offices, and city halls."

In Indiana, where newspapers have contributed more than $12,000 to the effort, researchers have found 5,500 newspaper titles, many more than the initial estimate of 3,200.

The endowment says that newspapers sometimes are found for communities that no longer exist. On the other hand, the project discovered that the present Banner Graphic in Greencastle, Ind., has had 32 ancestor newspapers since 1852.

Among the other Indiana finds were the first issue of the Anti-Slavery Chronicle and Free Labor Advocate, published in New Garden, Ind., in 1847, and an 1885 issue of The Gosport (Ind.) Weekly Spy. □

INPA becomes INMA; INAME (formerly INAE) complains

Members of the International Newspaper Promotion Association voted by a 5-to-1 ratio to change the organization's name. As of March 20, it became the International Newspaper Marketing Association.

"The view of our board is that 'marketing' is the operative word," said INMA President Caroline C. John, vice president and general manager of Cox Arizona Publications Inc. "It encompasses those functions that our people perform," including promotion, research, public relations and product modification.

Opposition to the move came from the International Newspaper Advertising and Marketing Executives, whose leadership said the name change will create confusion among newspaper advertisers and within the newspaper business itself.

Two weeks after INPA issued ballots to members on the name change proposal, INAME President Al Dant, advertising director of The Plain Dealer of Cleveland, asked INAME members to try to convince promotion managers at their newspapers to vote against it, or to rescind their votes if already cast in favor of the change.

According to John, only a handful of members voted to rescind the name change.

Both organizations have headquarters at The Newspaper Center in Reston, Va. □

Group draws 'blueprint' for action on minorities

More than 200 leaders in the drive for racial diversity throughout the newspaper industry gathered in Washington, D.C., in March to develop "A Blueprint for Action" for presentation at ANPA's 100th Anniversary Convention in May.

Washington Post columnist Dorothy Gilliam, chairman of the Institute for Journalism Education, which sponsored the event, said the "blueprint" will help "accelerate the progress" made over the past 10 years.

The final, detailed "blueprint," incorporating ideas from the conference, will set forth "a five-year plan with intermediate deadlines and the prospect for real progress," she said.

Robert C. Maynard, president and editor of The Tribune in Oakland and co-chairman of the conference, called the plan a "mid-course correction" to hold on to talented minority journalists who have been departing because of lack of promotions.

Gilliam said the final blueprint will urge action in four areas:

- Training and encouragement of junior and senior high school students through a national network of journalism workshops and other means
- Insistence by top newspaper management on aggressive recruiting of minority candidates by middle managers, through incentive programs, accountability in performance reviews and other mechanisms
- A commitment to give "minority employees access to the upward career track" through career development programs, such as mentoring and diverse training opportunities
- A "commitment to promote people who are ready," thus relieving the scarcity of minority journalists in decision-making positions.

Although the conference's emphasis was on the news side, participants said the blueprint should also be applied to all other departments. "Only a few of us have ever even raised the possibility before this year" of pushing for increased minority recruitment for business-side newspaper positions, Maynard said.

Along those lines, the first newspaper job fair to focus solely on business-side careers drew 400 minority students and about 55 recruiters from newspapers and associations to The Washington Post March 19-21. The event was cosponsored by the industry-wide Task Force on Minorities in the Newspaper Business and ANPA Foundation [**presstime**, March 1987, p. 75].

Another job fair in March drew 175 American Indian students from 10 high schools in a first-time effort by the Native American Press Association to sow interest in journalism careers among Indian youth.

NAPA Executive Director Margaret A. Clark-Price said she would like to repeat the "Communicative Arts Career Day Symposium" semiannually.

Among the tribal media, the nation's largest daily newspaper owned and managed by American Indians closed suddenly Feb. 20, upon orders of Tribal Chairman Peter MacDonald.

The award-winning Navajo Times Today, published at tribal headquarters in Window Rock, Ariz., had a circulation between 7,000 and 10,000, principally among the Navajo population in the Southwest [**presstime**, May 1984, p. 76].

Tribal officials said the paper's continuing large indebtedness prompted the closure, and that they are working to reopen the newspaper on a sounder basis. But the closure also unleashed accusations against MacDonald of political motivation. He had regained his tribal chairmanship last year following a bitter election campaign in which Navajo Times Today had endorsed his rival. □

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See Dick Hare at ANPA

Chronicle price highest ever; Freedom trial begins

BUSINESS ROUND-UP

The impending purchase of The Houston Chronicle by The Hearst Corp. for $400 million in cash and notes would represent the highest price paid for a single newspaper, according to industry analysts.

Because the Chronicle is owned by the Houston Endowment, the sale agreement reached in March with Hearst is subject to the approval of Texas Attorney General Jim A. Mattox, who has authority to review transactions of the state's charitable trusts.

The review is "routine," said Mattox spokeswoman Elna Christopher. "We are just reviewing it because of the great amount of money involved that would go to the foundation that gives money to public-interest projects." If Mattox does not approve the sale to New York City-based Hearst, he could file suit to stop it, Christopher said.

William Dean Singleton, owner of the Dallas Times Herald, disclosed that his previous offers of $500 million and $415 million cash for the Chronicle had been rejected by the Houston Endowment, which had to sell the paper by 1989 to comply with federal tax laws [**presstime**, Feb. 1985, p. 52].

Richard J. V. Johnson will stay on as president and publisher of the Chronicle, said Frank A. Bennack Jr., Hearst president and chief executive officer.

One week before the sale agreement, the Chronicle laid off 52 full-time employees, including five from the newsroom, because of the depressed economy in Houston, leading to decreased ad sales. But the Chronicle remains the dominant paper in Houston, leading the rival Houston Post in circulation by 425,434 to 316,209 daily and by 528,153 to 373,573 on Sunday. The Post is owned by Toronto Sun Publishing Corp., which acquired it in 1983.

In other recent business matters affecting newspapers:

• Montreal's new fifth daily, **Le Matin**, began publication and aims to reach 40,000 circulation within a year. Owned by publisher Jean-Guy Duguay and five partners, with 10 percent of the shares reserved for employees, it is printed and distributed by The Gazette of Montreal. The Gazette is part of the Toronto-based Southam newspaper group, which also financed some of Le Matin's start-up costs.

• **Affiliated Publications Inc.**, parent company of The Boston Globe, agreed to acquire Billboard Publications Inc. for $100 million. Billboard publishes eight specialty magazines, including the weekly entertainment magazine, Billboard, and books for the arts and entertainment markets.

• Former Harte-Hanks executive Tucker Sutherland, who formed **Sutherland Media Inc.** of San Antonio with the acquisitions of San Antonio Monthly magazine as well as two daily and four weekly Texas newspapers that Harte-Hanks Communications Inc. had sold Dec. 31 to Worrell Enterprises Inc. of Charlottesville, Va., added to his new company. Sutherland acquired another weekly, The Northwest Leader, serving a suburban area northwest of San Antonio.

• The lengthy intrafamily battle over the ownership of **Freedom Newspapers Inc.** went to trial March 16 in a California Superior Court in Orange County.

Harry H. Hoiles, son of Freedom Newspapers' late founder R.C. Hoiles, is suing his relatives for control of a third of the closely held corporation's assets, placing shares worth more than $300 million at stake [**presstime**, Jan. 1986, p. 62].

• **Dow Jones & Co. Inc.** completed purchase of 51 percent of the stock of Far Eastern Economic Review Ltd., making it a wholly owned subsidiary of Dow Jones. As part of the agreement, South China Morning Post sold its interest in Dow Jones Publishing Co. (Asia) Inc., which publishes The Asian Wall Street Journal, to Dow Jones for $2.1 million.

• Executives of **Clay Communications Investors** are negotiating with several "major newspaper organizations" for sale of The Charleston (W.Va.) Daily Mail and Clay's other newspaper and broadcast properties, said John F. McGee, managing partner of Clay [**presstime**, March 1987, p. 76].

• **Ingersoll Publications Co.** started twice-weekly editions of 17 of its free-circulation St. Louis Suburban Journals, adding Friday to the regular Wednesday publication schedule. □

ANPA Labor Relations and Technology Seminar

Las Vegas Convention Center
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For More Information

Contact Mary I. Sepucha, Assistant Manager/Labor Relations, ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041 (703) 648-1073.

Speeches

Dorothy Gilliam

Howard Hart

Glen E. Nardi

Curtis Bok

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Blessings of Liberty
ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc. Ralph McGill Lecture, Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Feb. 19

The Press Has Nothing to Fear But the Press Itself
John C. Quinn, editor, USA Today, and executive vice president/news, Gannett Co. Remarks made in receiving the annual William Allen White Foundation Award for Journalistic Merit, University of Kansas, Lawrence, Feb. 10

Advancing the Cause of Racial Diversity in Newspapers
Dorothy Gilliam, columnist, The Washington Post. Task Force on Minorities in the Newspaper Business, Reston, Va., Feb. 1

Tinting and Toning: Common Cold of the Offset Printing Business
George R. Cashau, ANPA director/technical research. Great Lakes/Midstates Newspaper Conference, Chicago, Feb. 22

Comments on Censorship
Cushrow R. Irani, managing director, The Statesman Ltd., Calcutta, India. Challenging the Censors Conference, London, Jan. 16

Satellite Photography, The First Amendment and National Security
Mark E. Brender, chairman, Radio-Television News Directors Association's Media in Space Committee, and national security assignment editor, ABC News, Washington, D.C.; and Maj. Gen. Jack E. Thomas, U.S. Air Force (ret.). The Association of the Bar of the City of New York, Dec. 9

Staying the Course
Howard Hart, president, Canadian Pulp and Paper Association, Montreal. CPPA annual meeting, Montreal, Jan. 30

Modifying the Modified Final Judgment—Removing the Barnacles
Federal Communications Commissioner Patricia Diaz Dennis. Federal Communications Bar Association, Washington, D.C., Feb. 19

From the ANPA Newspaper Packaging and Distribution Symposium II, Chicago, March 3-5:

The Need for Preprint Packaging Specifications
John Kimball, director/advertising, The Record, Hackensack, N.J.

Experience with Ferag Retrosert and Rotodisc
Glen E. Nardi, production director, Philadelphia Newspapers Inc.

The Zip/Zap Preprint Distribution System
William J. Lee, director/data processing, Scripps Howard, Cincinnati

Facilities Planning and Design
Curtis Bok, plant manager, Minneapolis Star and Tribune

Collating and Automation at The Washington Post
Michael Clurman, manager/Virginia plant, The Washington Post

Automated Material Handling
William Schulz, personnel coordinator/engineering, R.J. Reynolds Tobacco Co., Winston-Salem, N.C.

ANPA Calendar

APRIL

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., April 6-10

ANPA Quality Control Seminar
The Newspaper Center, Reston, Va., April 13-17

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
JW Marriot, Washington, D.C., April 15

ANPA Strategic Human Resource Planning Workshop
Crystal Gateway Marriott, Washington, D.C., April 23-25

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., April 27-May 1

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., April 27-May 1

MAY

ANPA Pre-Convention Board of Directors and Foundation Trustees meetings
The Waldorf-Astoria, New York City, May 2

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Loews Summit Hotel, New York City, May 2

ANPA Human Resources Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA Circulation and Readership Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA 100th Anniversary Convention
The Waldorf-Astoria, New York City, May 3-6

presstime Advisory Committee meeting
The Waldorf-Astoria, New York City, May 4

ANPA Board of Directors and Foundation Trustees Post-Convention organizational meetings
The Waldorf-Astoria, New York City, May 6

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni Georgetown Hotel, Washington, D.C., May 11-13

ANPA/American Bar Association Task Force meeting
Ritz Carlton, Washington, D.C., May 14-15

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 18-22

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., May 18-22

JUNE

ANPA Advanced Management Workshop
Omni Georgetown Hotel, Washington,D.C., June 1-3

ANPA Labor Relations and Technology Seminar
Las Vegas Convention Center, Las Vegas, June 5-6

ANPA/Technical Exposition and Conference
Las Vegas Convention Center, June 6-10

ANPA Executive Committee meeting
Las Vegas Convention Center, June 8

Strategic Planning Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, June 14-18

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 22-26

ANPA

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James M. Moroney Jr., A. H. Belo Corp., Dallas
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Final preparations made for centennial Convention

In what promises to be one of the most dramatic settings ever for an ANPA conclave, the Association's 100th Anniversary Convention will begin its four-day run in New York City with the Statue of Liberty in the background.

The setting, at Castle Clinton National Monument at the tip of Manhattan, is in keeping with the Convention theme, "The Blessings of Liberty: The Next 100 Years." It will commemorate not only the 100th anniversary of ANPA, but also the 200th anniversary of the U.S. Constitution.

President Reagan has been invited to speak during the ceremony.

The May 3-6 Convention will look back in history, examine the newspaper business of today and peer into the future.

Highlights will include a panel discussion by leading thinkers on the societal issues they believe will shape the next 100 years.

A multimedia slide presentation will document the progress made by the American press and American society in the 100 years that ANPA has been in existence.

Other sessions will look at some of the issues facing society and the newspaper business today, including increasing minority employment, dealing with the drug problem and maintaining advertising market share.

Speakers will include a former U.S. President, Jimmy Carter, who will address the concluding lunch; and two potential contenders for the presidency in 1988—Senate Minority Leader Robert J. Dole (R-Kan.) and former Sen. Gary Hart (D-Colo.)—who will speak at the Tuesday lunch.

In March, the Convention Arrangements Committee announced the addition of a number of other speakers to the Convention lineup.

New York Gov. Mario M. Cuomo will be among those addressing Sunday's opening ceremony. New York City Mayor Edward I. Koch will extend greetings at Monday's Keynote Breakfast. First lady Nancy Reagan is scheduled to address Monday's Associated Press Lunch.

Participants in a Wednesday seminar on "The Constitution: Separation of Powers 1987" will include: Judge Robert H. Bork, U.S. Court of Appeals, District of Columbia Circuit; Benjamin C. Bradlee, executive editor of The Washington Post; U.S. Sen. Orrin G. Hatch (R-Utah); Jack Nelson, Washington bureau chief of the Los Angeles Times; Dan Rather, anchorman and managing editor of the CBS Evening News; William Safire, columnist for The New York Times; Abraham D. Sofaer, legal adviser at the State Department; former Central Intelligence Agency Director Stansfield Turner; and former Secretary of State Cyrus R. Vance.

Nancy Reagan

Mario M. Cuomo

Edward I. Koch

Stansfield Turner

For the second year in a row, Convention events will take place at more than one location. Besides the opening ceremony at Castle Clinton, St. Bartholomew's Church will be the site of the Associated Press annual meeting, but all other sessions will be at The Waldorf-Astoria. (The church is across the street from the Waldorf.) Shuttle buses will be available to transport conventioneers between the Waldorf and Castle Clinton as well as from Castle Clinton to various Sunday evening peripheral events.

Convention preregistration in late March was approaching 2,000. Convention-goers who have not yet made hotel reservations through ANPA now must do so themselves.

A limited number of tickets for all ANPA meal functions were still available in late March from ANPA's Membership Department at (703) 648-1097. All meal functions will be open seating.

A two-mile Convention "fun run," sponsored by **presstime** has been tentatively scheduled for 7 a.m. Sunday. Registration for the run will be in the Hilton Room of the Waldorf from 9 a.m. to 6:30 p.m. Saturday and immediately prior to the run Sunday morning on the Park Avenue side of the Waldorf.

Later on Sunday, from 11 a.m. to 3:30 p.m., ANPA staff members and other experts will be available in the Hilton Room of the Waldorf to answer questions at five "Expert Centers." The centers will cover labor and personnel matters, technical operations, legal/postal/government affairs, advertising/marketing, and literacy.

Several peripheral events will be open to all members: a reception at Castle Clinton prior to the opening ceremony, sponsored by Knight-Ridder Inc.; a reception Monday evening at The Metropolitan Museum of Art, sponsored by The New York Times Co.; and a reception Tuesday evening sponsored by King Features Syndicate. Other peripheral events, by invitation only, include a musical presentation at Carnegie Hall (New York Daily News), a broadway show (The Times Mirror Co.) and a champagne brunch at Macy's (The New York Times Co.).

At press time, the Convention Arrangements Committee headed by Times Mirror President David Laventhol was putting the finishing touches on the program, which was shaping up as follows:

At the **Sunday** opening ceremony at Castle Clinton, ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder, will give welcoming remarks. An address by

Annual meeting notice

Notice is hereby given by the Secretary of the Association, Arthur Ochs Sulzberger, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at The Waldorf-Astoria, New York City, at 4:30 p.m. Tuesday, May 5, 1987, for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

Gov. Cuomo and possibly one by President Reagan will follow.

The **Monday** ANPA Keynote Breakfast at the Waldorf will begin with the slide presentation looking back over the past 100 years. Then Chapman will deliver the keynote address. Syndicated columnist Calvin M. Trillin will conclude the meeting with his remarks, "A Humorist's View of America and Americans."

The program will then move next door to St. Bartholomew's for the AP annual business meeting. It will feature a film presentation on newspapers and electronic photography.

The AP's Annual Lunch, at the Waldorf, will be addressed by Nancy Reagan.

Two concurrent sessions at the Waldorf will conclude the day's program:

- "The Drug Problem," with moderator Janet Chusmir, president and publisher of the Daily Camera in Boulder, Colo., who recently was named to become executive editor of The Miami Herald.

Panelists will be Allan Adler, legislative counsel of the American Civil Liberties Union; Peter B. Bensinger, president of Bensinger, DuPont & Associates of Chicago and former administrator of the U.S. Drug Enforcement Administration; Dr. John P. Morgan, professor and director of the Pharmacology Department at the City University of New York; Richard T. O'Reilly, national director of the Media-Advertising Partnership for a Drug-Free America; and Richard K. Willard, assistant U.S. attorney general, Civil Division, Department of Justice.

- "Minorities in Our Industry," with moderator Albert E. Fitzpatrick, director of minority affairs, Knight-Ridder. Speakers will be Mary Frances Berry, a member of the U.S. Civil Rights Commission; and William J. Elliott, executive director of Leadership Education And Development in Montclair, N.J. Panelists will include Loren Ghiglione, editor and publisher of The News in Southbridge, Mass.; Pam M. Johnson, publisher and president of The Ithaca (N.Y.) Journal; and Madelyn P. Jennings, senior vice president/personnel, Gannett Co.

The **Tuesday** program will begin with a general session panel discussion on "The Next 100 Years," moderated by Katherine Fanning, editor of The Christian Science Monitor. Among the participants will be Sissela Bok, associate professor of philosophy at Brandeis University, Waltham, Mass.; Freeman J. Dyson, professor of theoretical physics at the Institute for Advanced Study, Princeton, N.J.; Michael K. Hooker, chancellor of the University of Maryland Baltimore County; and former Colorado Gov. Richard D. Lamm, currently a visiting professor of policy studies at Dartmouth College, Hanover, N.H.

The Newspaper Advertising Bureau's marketing/advertising program will follow. It will begin with a report from NAB Chairman Frank A. Daniels Jr., publisher and president of The News & Observer and The Raleigh (N.C.) Times, followed by an overview for 1987 presented by NAB President Craig C. Standen, Executive Vice President Leo Bogart and other NAB staff members.

Next will be a presentation on the Future of Advertising project, including reports from the chairmen of the project's 10 task forces. The NAB annual business meeting will close the morning program.

Tuesday's ANPA Lunch will be addressed by Dole and Hart.

Details of the afternoon general session on the future of retailing were incomplete at press time.

The Tuesday program will conclude with the ANPA annual business meeting and election of officers and directors [**presstime**, March 1987, p. 82].

Wednesday's program will begin with the general session on the separation of powers, conducted by Columbia University Seminars on Media and Society. Fred W. Friendly, director of the seminar program, will make introductory remarks. Moderators will be Arthur R. Miller and Charles R. Nesson, professors at Harvard Law School.

The ANPA Lunch will be addressed by former President Carter, after which the Convention will adjourn. □

Convention Program in Brief

	Sunday May 3	Monday May 4	Tuesday May 5	Wednesday May 6
7:00				
7:30	presstime Fun Run	Eye Opener	Continental Breakfast	Continental Stand-up Breakfast
8:00				
8:30	No events scheduled	ANPA Keynote Breakfast	General Session	General Session
9:00				
9:30		Break		
10:00		Associated Press Annual Meeting	General Session (NAB)	
10:30				
11:00				
11:30	Expert Centers		NAB Business Mtg.	Break
12:00		Break	Break	
12:30		AP Reception	Reception	Reception
1:00				
1:30		Associated Press Lunch	ANPA Lunch	ANPA Lunch
2:00				
2:30		Break		
3:00				
3:30		Two Concurrent Sessions	General Session	Adjourn
4:00	Buses leave for Castle Clinton			
4:30				
5:00	Reception		ANPA Business Mtg.	
5:30				
6:00	Opening Ceremony			

□ Castle Clinton □ Waldorf-Astoria ▨ St. Bartholomew's

Future ANPA Meetings

Convention		Technical Exposition & Conference
New York City, May 3-6	1987	Las Vegas, June 6-10
Honolulu, April 25-27	1988	Atlanta, June 11-15
Chicago, April 24-26	1989	New Orleans, June 10-14
Los Angeles, April 23-25	1990	Miami Beach or Dallas, June 9-13
New York City, April 22-24	1991	Miami Beach or Las Vegas, June 8-12
Vancouver, April 20-22	1992	Atlanta, June 6-10

over-set

A drug-data bust

The computerized library database of The San Diego Union and The Tribune was "broken into" by two men using a personal computer and modem.

The pair, subsequently charged with drug possession, had made hard-copy printouts of four stories relating to previous drug arrests and drug-enforcement activities. Police and newspaper officials theorized that the men were trying to determine, among other things, if people named in the stories could have been police drug informants.

Union Associate Editor Peter Kaye said it is unknown how the duo obtained entry to the database. They might have obtained the proper password or might have been "hackers" who figured out the system.

At any rate, "there was no particular harm done to us," Kaye said, although the newspapers do not want to be used for such purposes.

The Union and Tribune have taken steps to ensure that the computer cannot be tapped again, including changing their database password.

The newspapers also say there is "no way" stories could be tampered with by an outsider during the writing and editing process.

Newspaper numbers

49 billion—number of preprints handled by U.S. newspapers in 1986, compared with 16 billion in 1975.

929 and 280—highest (The New York Times) and lowest (Chattanooga Times) number of dollars paid weekly as a top minimum for experienced reporters working under contracts with The Newspaper Guild as of Dec. 1, 1986.

95,000—dollars spent, on average, to defend a libel lawsuit.

59.7—percent of students enrolled in schools of journalism and mass communication who are women.

34—number of ombudsmen at newspapers in the United States and Canada.

Where does a funeral director propose to the obit taker? On the obit page, of course

A man and a woman in Strasburg, Va., set Oct. 10 as the date they will respond to an ad among the obituaries of the Northern Virginia Daily. But they will go to the altar, not the funeral home.

For months, a news clerk at the newspaper, 29-year-old Jeanne P. Eckerson, had been taking death notices over the phone from Charles A. Jackson, 30, a funeral-home employee. "People used to accuse him of going out and digging up bodies just to get to talk to me," Eckerson jokes. Jackson asked her for a date, and as their relationship progressed, he warned that he would propose to her in a public way.

After she had finished the obit page Feb. 12 and left for the night, several scheming newspaper employees inserted on the page a heart-encircled message that Jackson had ordered: "Jeanne: We met through this page. We'll end up on this page. Will you spend the rest of your life with me? Chuck."

Eckerson did not read the page the next day. As Feb. 13 agonizingly ticked by, Jackson had not gotten his response.

That night, weary of the subtle approach, he told Eckerson to read the newspaper. She began at Page 1. Finally, he had to direct her gaze to the message on Page 15.

"I'd always said I'd kill him if he did this publicly, but I lied," Eckerson said. "I said 'Yes'."

Ann Lehman, Northern Virginia Daily

Happy Birthday to you, and you, and . . .

One day in the newsroom of the Atlanta Newspapers, a young reporter who was working far away from his childhood home lamented that it was his birthday and no one even bothered to send him a birthday card.

Religion Editor Billie Cheney Speed heard the comment, and it touched her heart. She baked the reporter a birthday cake.

"Then I thought, 'Heck, why not do it for others who have a birthday?'" Speed says. A tradition was born.

Because there are more than 200 editorial employees at the Journal and Constitution, Speed bakes about one cake a week for those celebrating birthdays in that week.

"They're a great group. It really is my pleasure," she says.

Speed, who has been a reporter for most of the last 42 years (she started as a woman sports reporter), was asked earlier this year what she wanted for her own birthday. She said her cake pans were kind of beaten up and she could use a new one. So on her birthday in February, the staff gave her a heavy-duty Mixmaster and two cake pans, in addition to a cassette tape recorder.

But Speed (at right in photo) got no birthday cake. She is a diabetic and can't touch the stuff.

A funny thing happened on the way to the bank

We're talking big-time improbables here—like hell freezing over, the Cubs winning a pennant, the hard-nosed chief of The Newspaper Guild sending his paycheck to the newspaper publishers.

Well, the latter happened last month, albeit accidentally.

When **presstime** labor writer Clark Newsom asked the Guild to send him a photograph of Charles Dale, a candidate to succeed the retiring Charles A. Perlik Jr. as the union's president, the Guild complied.

But when the package containing the picture arrived, Newsom also found inside a smaller sealed envelope (without a return address) addressed to a Maryland savings and loan. A call to the Guild prompted an internal inquiry at the union's Washington, D.C., headquarters. Inadvertently, someone there had shoved Perlik's paycheck into the larger envelope sent to **presstime**.

Once the error was discovered, of course, the union leader's paycheck was sent off to the bank—from ANPA headquarters.

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"I'm sort of the back roads person for the AP," says Special Correspondent Jules Loh. "I have been to every state, not as a tourist but as a reporter, talking to the people. And I'm forever discovering something about this country that I didn't know before."

The Associated Press is a news organization that doesn't have a star system, but Jules Loh stands out. His stories, focused on the everyday lives of Americans, often show the extraordinary side of ordinary people. His well-crafted pieces have been spotlighted in almost every newspaper in the country and have made his name one of AP's most familiar bylines.

Loh is a product of AP. He came up through the bureau system, starting 28 years ago in Louisville, filing the wire. He's spent his career taking on all kinds of news and features assignments, routine and special, to serve the needs of the thousands of member newspapers and broadcasters who own AP.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry — a goal that is a continuing commitment by everyone in AP.

"Quality is not something I specifically think about every time I go to work in the morning," says Loh. "But when you're working with people who have a commitment to excellence and to quality, the quality comes out."

AP Associated Press
Quality. Commitment.

Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty

May 1987

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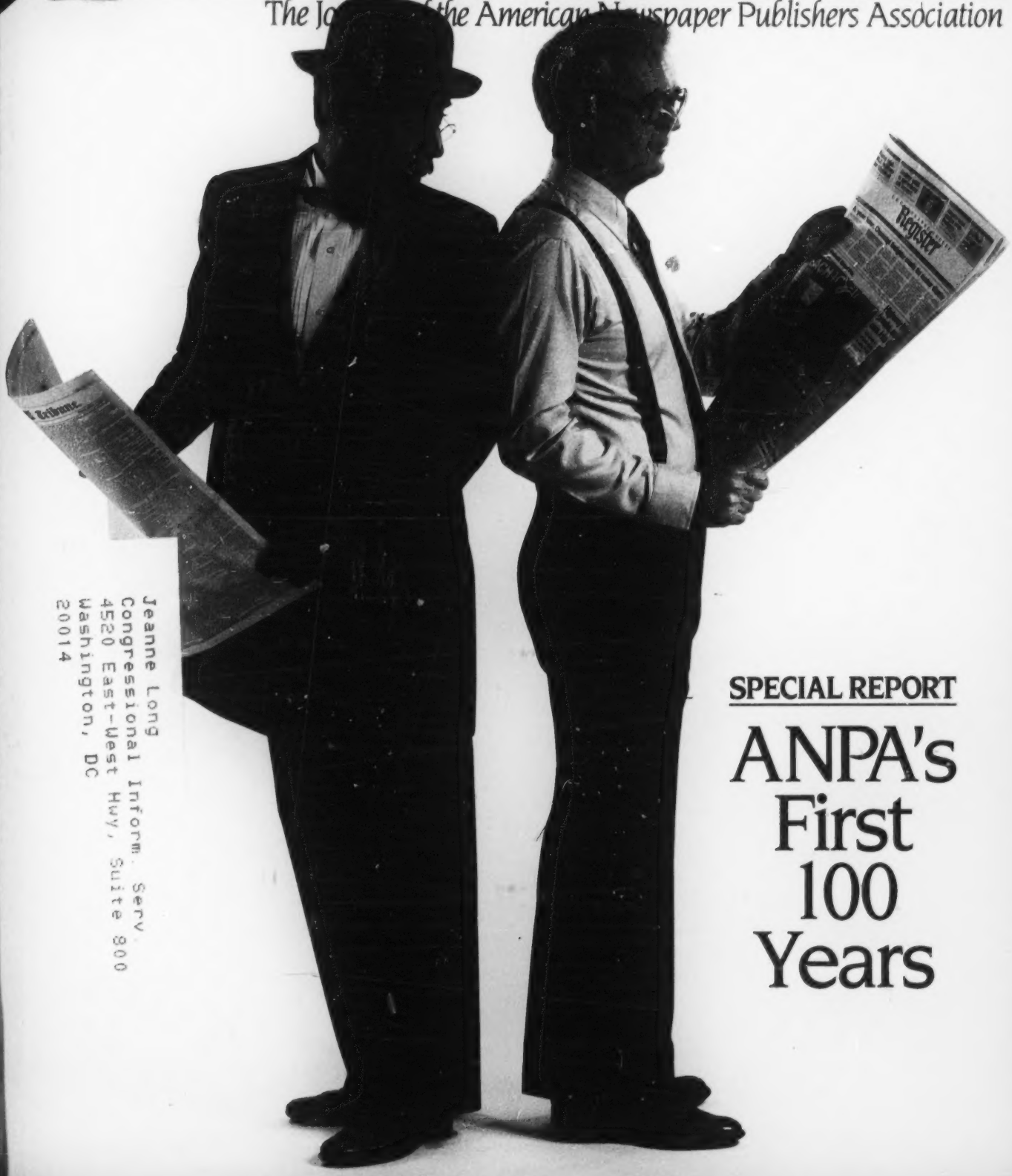
Foreign Press Lords On U.S. Buying Binge

presstime

The Journal of the American Newspaper Publishers Association



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SPECIAL REPORT

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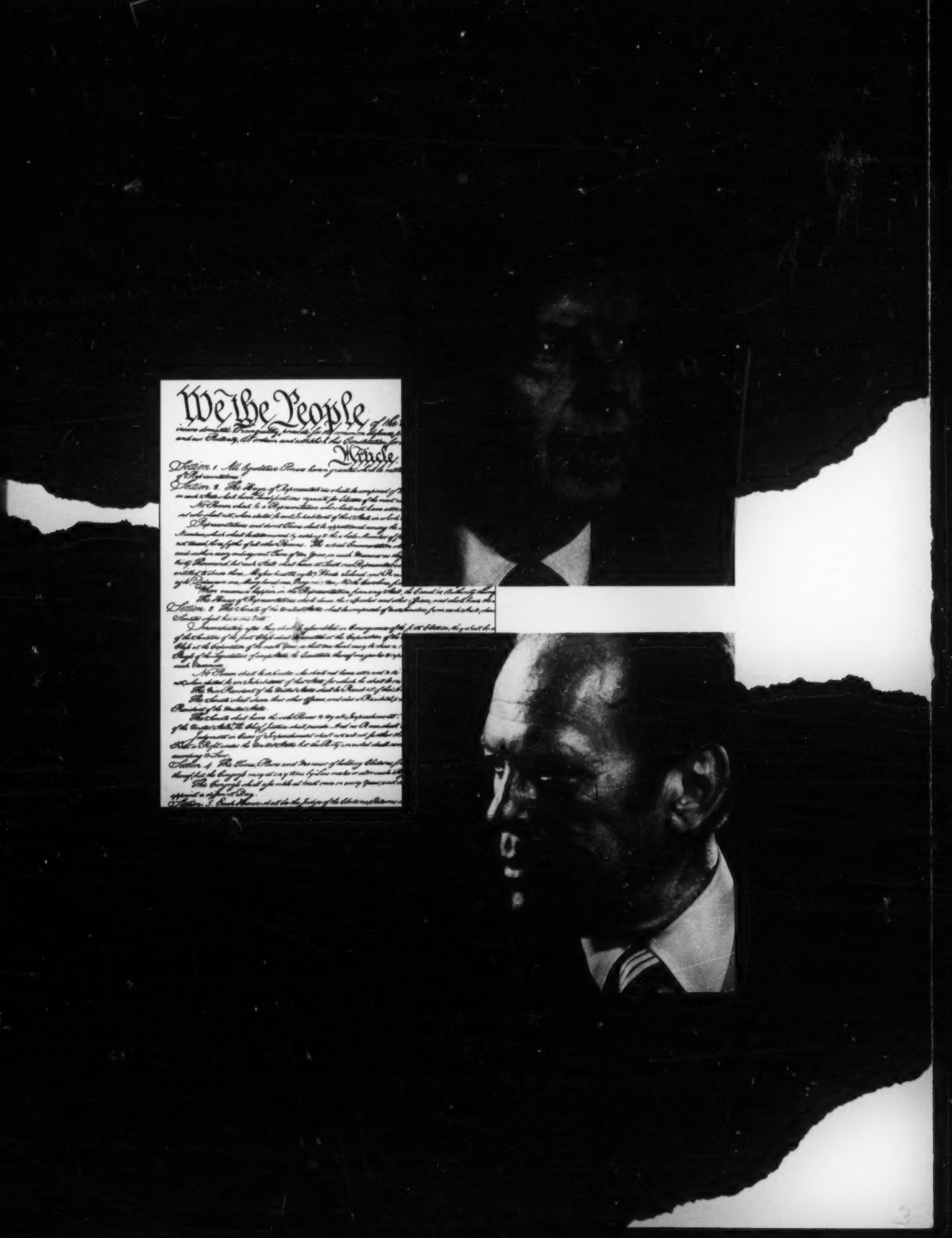
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Article

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1887 100 Years of Making Communications History 1987

presstime

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Special Report *Happy 100th, ANPA! A look back at the life and times of the American Newspaper Publishers Association. It all began in 1887 when 46 newspaper executives met at a Rochester, N.Y., hotel to form an organization devoted to the business concerns of daily newspapers. Since then, the Association has tangled with the government over issues as diverse as newsprint tariffs and wartime censorship, jousted with newspaper unions, confronted new competitors and otherwise become a force fighting effectively for the interests of North American newspapers.* **28**

Foreign owners *Although at least 150 U.S. newspapers are now owned by non-U.S. companies, the foreign invasion has focused moe on other media.* **6**

Work of art *Newspapers and newspapering have inspired many artists over the years. Here are a few examples of their famous and not-so-famous efforts.* **12**

Rx for UPI: Radical surgery *Former UPI President Milton R. Benjamin says only a leaner, refocused wire service can hope to survive on its own.* **14**

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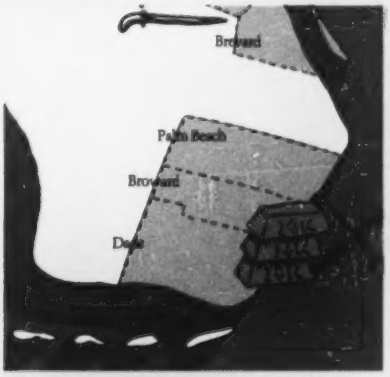
(Cover photo by M.C. Valada.)



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CHAIRMAN'S CORNER

A busy year of going in the right directions

This, my last column in this space, prompts me to look back at what we set out together to do during ANPA's past year. The reason I haven't looked back before now, really, is that we who have had the opportunity to head your Association the last 12 months have just been too busy going from one task and activity to another! And, I feel pretty confident, now, that we have been going in the right directions.

A year ago I asked you to share views with me and to let me know, particularly, "anytime you see us straying off the course you think best for us all." Well, you are not bashful folks; you did speak up to me scores of times as we met at ANPA and other newspaper business events. Your constructive suggestions and occasional candid gripes helped your Association's elected leadership target the things you knew were most important to us all.

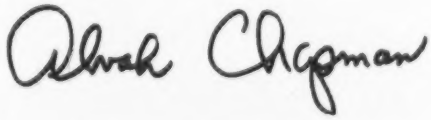
Alvah H. Chapman Jr.

We agreed to continue priority attention on technical developments, and we did. We worked on electronics and flexo and ink; we helped our individual newspapers achieve better printing quality, both color and black-and-white; we supported AD/SAT and the Future of Advertising Project; and we find ourselves now confidently anticipating even newer technologies like erasable laser-discs and ion deposition printing!

I pledged a year ago special emphasis on distribution and circulation. Today our committee experts are hard at work on a publication that will give us lots of new ideas on how to "fine tune" our operations toward a "total system solution" to the ever-evolving challenges of getting our good editorial and advertising products to our readers.

And, I wanted us during this past year to make special efforts to transfer the wisdom developed in ANPA meetings and projects out to you in the field faster and in a more consumable form. I'm particularly proud of the fine Convention and ANPA/TEC programs we have offered, of presstime's excellence, and of the well-attended training programs, seminars and workshops by which "the word" was made available to you and your colleagues.

Betty and I could not have been more deeply honored than to have led your outstanding Board of Directors. Let us say simply, "Thank you." And please join me in letting your new Officers and Directors know that they have our support and that we eagerly await their vital leadership "to advance the cause of a free press."



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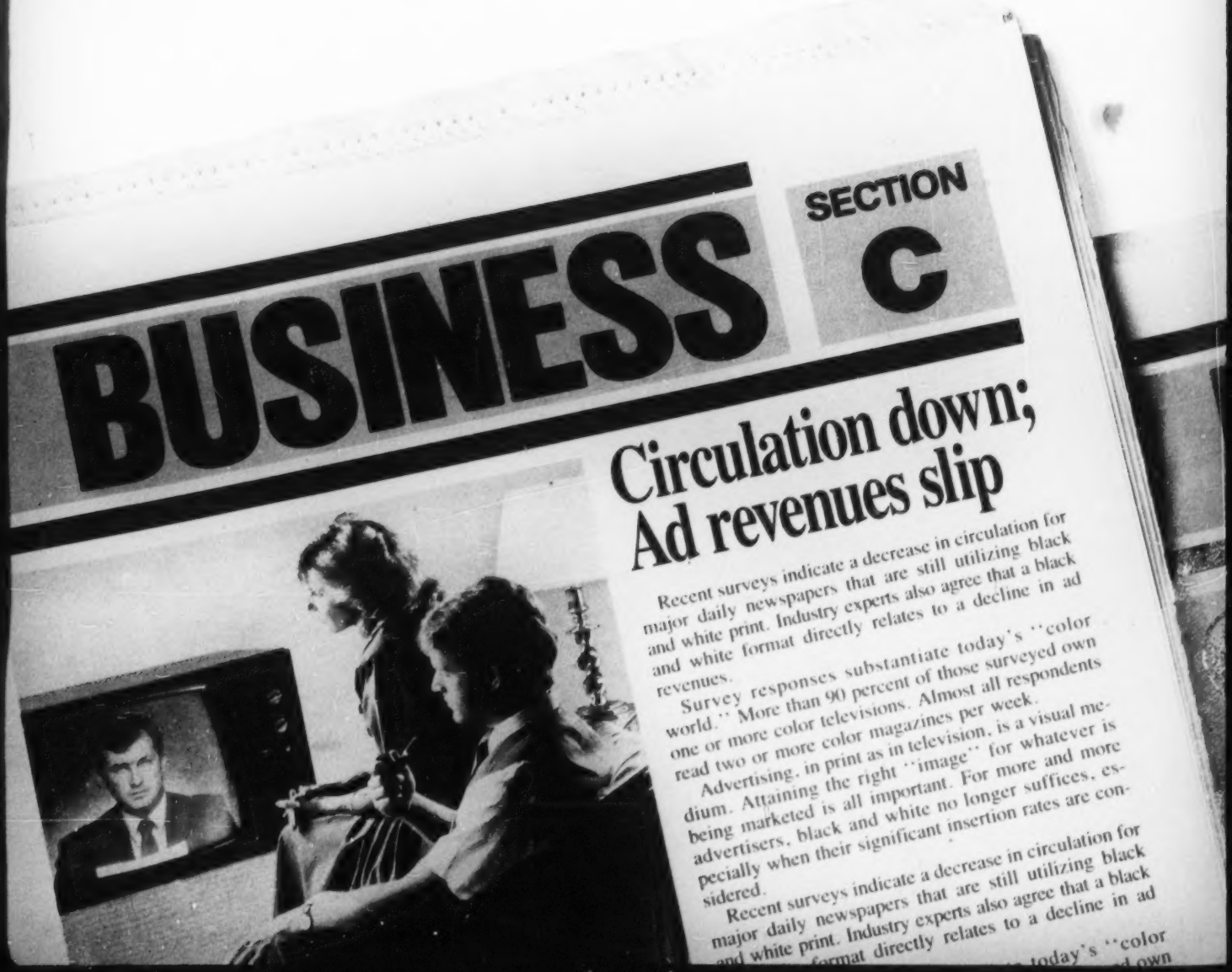
BUSINESS
SECTION C
Circulation down; Ad revenues slip
Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.
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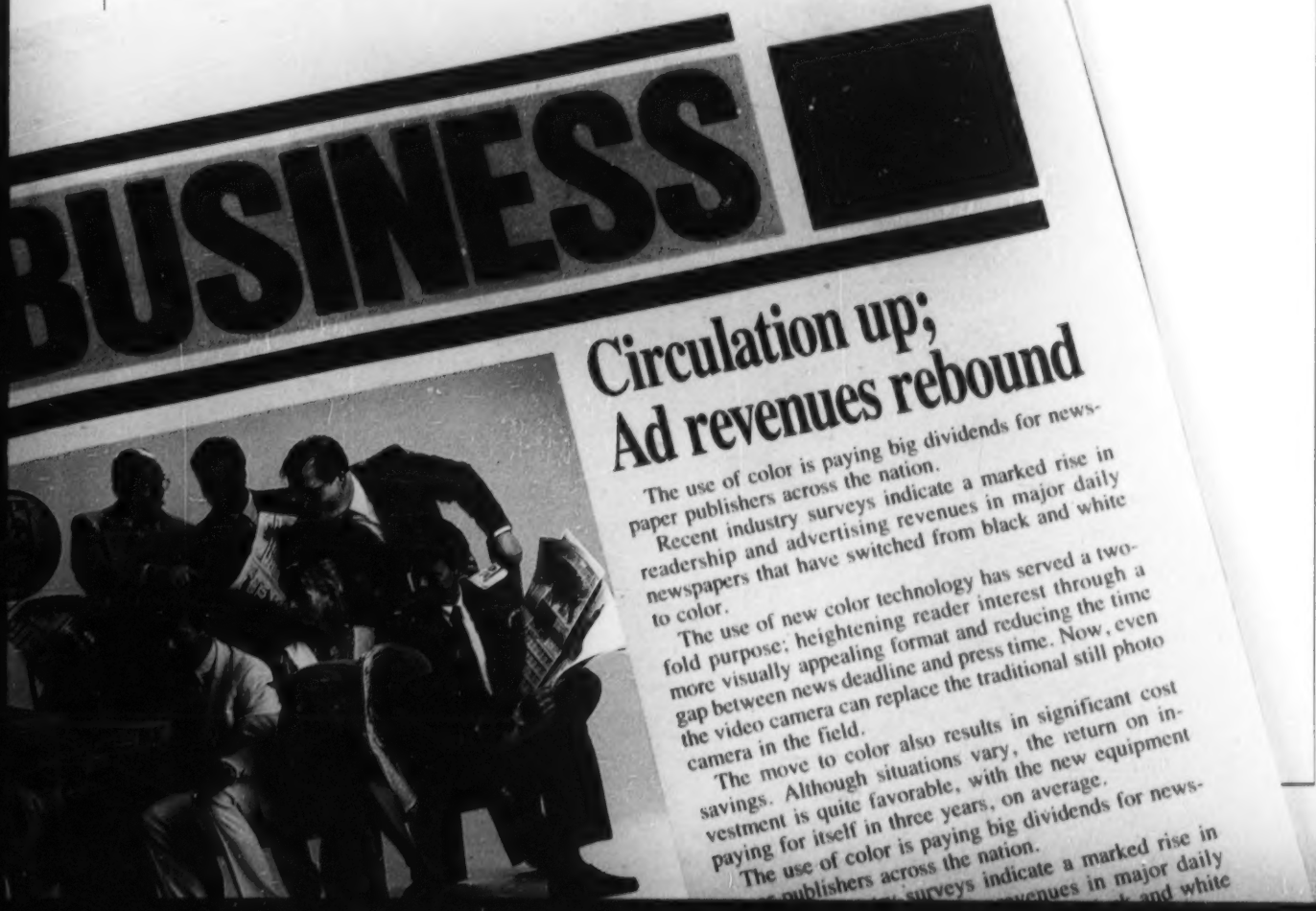

BUSINESS
Circulation up;
Ad revenues rebound
The use of color is paying big dividends for newspaper publishers across the nation.
Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.
The use of new color technology has served a two-fold purpose: heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.
The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.
The use of color is paying big dividends for news-
publishers across the nation.
surveys indicate a marked rise in
revenues in major daily
and white

World Media Moguls

Some foreign 'press lords' are buying U.S. newspapers, but their main interests tend to be elsewhere in the media marketplace

BY MARY A. ANDERSON
presstime staff writer

At least 150 U.S. newspapers, more than ever before, are owned by foreign companies. However, foreign acquisitions have not accelerated at the alarming pace predicted by some newspaper analysts in the early 1980s.

Late last year, Hollinger Inc., a public holding company headed by Toronto businessman Conrad Black, bought 23 small dailies in the United States, with a combined paid circulation of less than 100,000 among them. In terms of circulation, that splash in the year-end acquisition pool caused barely a ripple compared to the rush of U.S. newspaper groups to increase their newspaper holdings—and to pay steep prices to do it.

Some observers say they are far more concerned about the ever-increasing holdings of U.S. media conglomerates than about the occasional dabbling in the U.S. media marketplace by foreign interests.

Still, when someone crosses the border to shop for newspapers or other media properties, people take notice.

Tycoons from Canada, Great Britain, Australia and Mexico are eyeing and buying U.S. media properties as one important part of their global communications empires. Currently, though, U.S. newspapers are not figuring heavily in their expansion plans.

Exceptions are Black's newspaper purchases last year and those of fellow Canadian Kenneth R. Thomson, whose publicly traded company since 1960 has steadily accumulated 106 small to mid-size U.S. newspapers, all but four of them dailies.

Included in that total are the Charleston (W.Va.) Daily Mail and three other newspapers currently owned by Clay Communications Investors, which Thomson agreed in mid-April to purchase for an undisclosed sum.

"The only consistent buyer (of U.S. newspapers) is Thomson, which is so large now it's fully competitive" with U.S. newspaper groups on the acquisition front, says Christopher J.H.M. Shaw, co-managing director of Henry Ansbacher Inc., an investment banking firm formed three years ago by the British corporation of Henry Ansbacher Holdings PLC. "Hollinger is a special case, because its papers are too small to be of interest to anyone (else)."

Shaw says his firm has been involved in nearly all foreign acquisitions of U.S. media.

For the moment, at least, the other foreign press conglomerates are showing a decided preference for magazines, scientific and business publications, databases, television, and motion pictures.

One is shedding some of its newspaper holdings in order to hang on to television stations. News Corp. Ltd. of Sydney, Australia, a publicly held company that is controlled by Australia-born (and as of 1985, U.S. citizen) K. Rupert Murdoch, sold the Chicago Sun-Times last year to comply with federal rules barring ownership of a newspaper and a TV station in the same market.

Conrad Black

His Toronto company bought 23 small dailies in the United States late last year.

For compliance reasons, Murdoch also plans to sell the New York Post and The Boston Herald [presstime, Sept. 1986, p. 66].

Other items high on the media moguls' shopping lists include services to newspapers. Two notable such purchases last year were United Press International by Mexican Mario Vázquez-Raña (see story, p. 14) and the AD/SAT advertising-via-satellite service by Briton Robert Maxwell [presstime, April 1987, p. 52].

OUTPRICED. "What you're finding is the foreign money is going into magazines (and other media properties) because (U.S.) newspapers are just so damned expensive," says Geoffrey Edwards, publisher of The Journal Newspapers in Springfield, Va.

In the 1970s, Edwards worked in England for the Liverpool Daily Post and Echo Ltd. and had been scouting for U.S. newspapers. The Liverpool group bought nine Pittsburgh area weeklies in 1978 that Edwards had spotted; in 1980, it bought The Daily Calumet in Chicago and three Illinois weeklies. But the search stopped there.

Unlike American newspapers, which in most cases offer safe profits with their local monopolies, the majority of British dailies are national products, scrapping among themselves for circulation in densely populated, relatively compact Great Britain.

Consequently, prices paid to acquire non-competitive American newspapers may range from 10 to 50 times annual earnings. By contrast, a British paper up for acquisition can be had for one to eight times earnings, says Martin Singerman, president and chief executive officer of News America Publishing Inc., a subsidiary of Murdoch's News Corp.

The prices American corporations are prepared to pay for U.S. newspapers keep most foreign buyers from breaking in.

"We're not counting ourselves out of the newspaper business in this country," Singerman said. "The opportunities are quite limited, but you never know. The largest and mid-sized cities are pretty well controlled by the major newspaper groups in this country."

From 1974 through 1986, foreign buyers acquired or invested in 81 English-language general interest newspapers, according to the U.S. Commerce Department's annual

reports on "Foreign Investment in the United States," supplemented by data compiled by **presstime**.

Of those, 24 were bought by Thomson, and 23 by Hollinger Inc. The Liverpool group's acquisitions accounted for 13 other small papers.

Six of the 81 were in major cities: the New York City, Boston and Chicago papers bought by Murdoch; the start-up of the now-defunct Philadelphia Journal by Quebecor Inc. President Pierre Peladeau of Canada; The Houston Post, by the Toronto Sun Publishing Co.; and The Washington Times and The New York City Tribune, conceived by the Rev. Sun Myung Moon of Korea, head of the Unification Church, and owned by News World Communications Inc.

While newspaper purchases by foreigners have dropped off, magazines and book publishing houses remain popular, says J. Kendrick Noble, a newspaper analyst at PaineWebber Inc.

Not only are magazines and other specialized publications more plentiful and more affordable than newspapers, but "English-language products (such as books and magazines) can be marketed worldwide, unlike those in Dutch, German or other languages," Noble says. He points out that English is the most common second language and the language of international business.

Also, American magazines and books, particularly business and scientific journals, long have been sold internationally, notes James T. Sullivan, executive vice-chairman of British Printing and Communications Corp. That publicly held company, which owns the Daily Mirror group of newspapers in London and other properties, is a subsidiary of Maxwell's privately owned Pergamon Press Group.

AIMING FOR THE TOP. Since last year, Maxwell has been aggressively bidding for American properties, targeting databases, book and magazine publishers, and printing plants. Besides AD/SAT, he spent almost $275 million last year to acquire two commercial printing firms, Providence Gravure from The Providence Journal Co. and the Webb Co. of St. Paul.

In mid-April, Maxwell agreed to acquire the assets of Diversified Printing Corp., a subsidiary of Parade Publications Inc., for an undisclosed price. The assets include Diversified's long-term $1 billion contract to print Parade magazine, which now distributes 31.7 million copies through about 300 newspapers [**presstime**, April 1987, p. 73]. Diversified Printing also prints the other nationally distributed Sunday newspaper magazine, USA Weekend, and several newspapers' individual Sunday magazines.

The purchase of Diversified gives Maxwell 12 production locations in the United States, providing more than $500 million in annual revenues to BPCC.

Providence Gravure, Webb and Diversified Printing are among the nation's largest printers of consumer and commercial publications. In addition to Sunday magazines, they print advertising inserts for newspapers.

Sullivan says Maxwell would love to buy American newspapers, if it weren't so hard to outbid U.S. companies that want the same properties.

"In terms of whether you can make a good business out of it, that play is already going on. Between Knight-Ridder, Gannett and others, you're up against some awfully stiff odds," he says.

But Maxwell boasts of his plans to develop the world's largest information and communications company, and he is fond of drawing an analogy to the oil business when speaking to American audiences. He believes that just as the world energy market came to be dominated by about 10 large players, so will the market for the modern world's most important commodity: information.

Kenneth R. Thomson

The Canadian's U.S. branch owns 102 dailies, more than any other company.

"I put myself forward as a candidate for one of the 10 places," he told attendees at PaineWebber Inc.'s conference on The Outlook for the Media last December in New York.

While Maxwell has television and cable interests in Europe, he has not pursued broadcast property in the United States, unlike Murdoch, who has invested—and borrowed—heavily to support his vision of a fourth network, Fox Broadcasting Co., launched a year ago.

Rather, Maxwell is staking his American claim both in traditional print areas and in what he calls "electronic database publication"—disseminating data via computer.

"I am predicting a continued fall in the dollars spent on television advertising with a substantial rise in print-oriented advertising," Maxwell told the PaineWebber group.

Who and What Is a 'Press Lord'?

Several foreign newspaper tycoons still adhere to the tradition of the "press lord," a term literally derived from a long line of press moguls within the Commonwealth of Nations on whom the British monarchy has bestowed lordships and knighthoods.

"It's a supreme public accolade, if you have done substantial things, and the media industry is a very high-profile industry," says Brian P. Knox-Peebles, group marketing director of London-based United Newspapers, which is headed by Lord David Stevens.

Kenneth R. Thomson inherited the title Lord Thomson of Fleet from his father, Roy H. Thomson, founder of Thomson Newspapers Ltd.

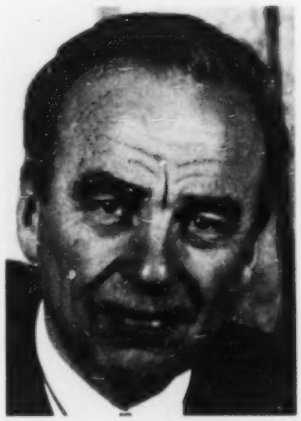
But two who have invested in the U.S. media market have declined the title.

Robert Maxwell won a defamation lawsuit last year against the British magazine Private Eye, which had accused Maxwell of trying to buy favor with a Labor Party leader to obtain a lordship. Maxwell, who had served in Parliament seven years in the Labor Party, won his case after testifying that he has twice refused overtures to offer him the peerage.

K. Rupert Murdoch has been offered a knighthood several times but refused it—unlike his father, Sir Keith Murdoch.

The image of the "press lord" carries a negative connotation to Murdoch, according to Martin Singerman of Murdoch's News America Publishing Inc. "A lord is somebody who runs the manor from above and isn't interested in tilling the land. That's not the way he works," Singerman says of Murdoch's hands-on style.

In that address, he referred to Murdoch as "a well-known competitor of mine" in the world's media marketplace. Murdoch "clearly is a successful and serious player," he said. "The difference between his approach and mine—and they may both succeed or may both fail—is that his candidature is backed by a massive amount of debt."



K. Rupert Murdoch

Now a U.S. citizen, he is selling some big-city U.S. dailies to retain TV stations.

THE PLAYERS. Maxwell, 63, built his debt-free empire from scratch, with a life story that could put any of Horatio Alger's characters to shame. Born Jan Ludwig Hoch, the son of a Czech peasant, he had three years of schooling before fleeing the Nazis, being captured, then escaping.

As a penniless teenager, he joined the British Army in Europe and changed his name. At 22, he was awarded the Military Cross for bravery during World War II. Self-educated, he speaks eight languages, according to several of his company representatives. He began Pergamon Press in 1951 to print technical and scientific journals. An avowed socialist who nonetheless has mastered capitalism and union-busting, he served as a member of Parliament in the Labor Party for seven years during the 1960s.

In 1984, he bought the Mirror Group, publisher of the Daily Mirror, Daily Record, Sunday Mail, Sunday Mirror and several magazines in England and Scotland. It is Britain's largest newspaper group [**presstime**, Dec. 1986, p. 18].

Here are thumbnail sketches of other key players in the U.S. and global media sweepstakes:

• Murdoch, 56, is the son of Sir Keith Murdoch, who as editor of the Melbourne Herald expanded into specialized magazines, radio and the newsprint industry in Australia.

Learning the newspaper business under his father's tutelage, Murdoch assumed what was left of the family enterprise after payment of inheritance taxes. Today, Murdoch controls about half of Australia's newspaper circulation, after spending $1.5 billion to win the recent bidding war for the Melbourne-based Herald & Weekly Times Ltd.

In London, Murdoch's News Corp. publishes four national newspapers: the News of the World, the Sun, The Times and The Sunday Times. In the United States, Murdoch's company publishes the dailies in New York and Boston plus the San Antonio Express-News, the supermarket tabloid Star, assorted business publications and five magazines—New York, New Woman, the U.S. version of Elle, European Travel & Life, and Automobile.

On March 30, he agreed to pay about $300 million for Harper & Row Publishers Inc., adding to his holdings in book publishing that include: Salem House Ltd., Boston; Times Books, London; William Collins & Sons, Glasgow, Scotland; and Bay Books, Sydney.

He switched from Australian to U.S. citizenship in 1985, which made it possible for him to buy seven television stations in large markets from Metromedia Inc. (The Federal Communications Commission limits a non-U.S. citizen's direct control of a television station to 25 percent of capital stock and indirect control through a corporation to 20 percent).

Murdoch also acquired Twentieth Century-Fox Film Corp.

• Thomson, 63, is the son of Roy H. Thomson, founder of Thomson Newspapers Ltd. of Toronto.

With 102 U.S. daily newspapers in or about to be in its fold, Thomson Newspapers Inc. of Des Plaines, Ill., owns more daily newspapers in the United States and Canada than any other company, but most are of modest size [**presstime**, Nov. 1985, p. 6].

Thomson shrinks from publicity as much as Maxwell welcomes it.

The thrust of the company's acquisition program moved from Canada to the United States in 1959, and executives of the U.S. subsidiary, Thomson Newspapers Inc., consider it to be "a very American company with Canadian ownership," says Brian W. Slaight, executive vice president.

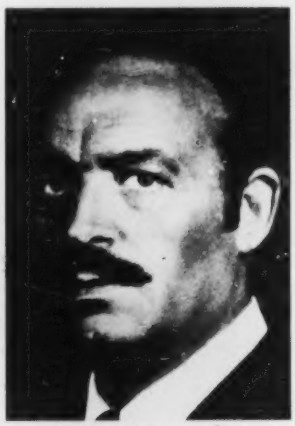
Thomson Newspapers' sister company, International Thomson Organisation, focuses its U.S. interests on broader communications properties, such as information services and business publications, including the daily financial newspaper American Banker.

• Black, 42, a former mogul in farm machinery, grocery stores, mining and petroleum, formed Hollinger Inc. in 1985.

An article last January in Thomson's own The Globe and Mail of Toronto called Black "a sort of modest man's Kenneth Thomson." His current holdings include the small newspapers he has purchased in the United States and Canada and a 58-percent interest in The Daily Telegraph of London, with an option to buy more shares.

Hollinger's acquisition of newspapers represents a return to Black's roots. As a university student more than 20 years ago, he and two other students started the Sterling Newspapers Ltd. in Canada, which now has 13 papers under the Hollinger umbrella.

• Lord David Stevens, 50, chairman and president of United Newspapers, publishes several newspapers in London, including the Daily Express, the Sunday Express and the Star. He has expanding interests in the United States through Gralla Publications in New York and Miller Freeman Publications Inc. in San Francisco, which publish business periodicals. Gralla has just launched



Mario Vázquez-Raña

After building Mexico's largest newspaper group, he spent $40 million last year to buy the financially ailing United Press International wire service.

Robert Maxwell

A Briton, he plans to develop the world's largest communications company with purchases like AD/SAT and the commercial printers Providence Gravure and Diversified Printing.

Real Estate Times, its first biweekly newspaper in the United States.

• Vere Harold Esmond Harmsworth, 61, better known as Lord Rothermere, inherited the title from his father, British media mogul Harold Harmsworth. His uncle, Lord Northcliffe (Alfred Harmsworth), was a Fleet Street legend, who created some of Britain's popular national newspapers.

Rothermere is chairman of the Associated Newspapers Group Ltd., which publishes several national newspapers in London: the Daily Mail, Mail on Sunday and The London Evening Standard. He recently revived The Evening News as a second afternoon competitor to The London Daily News, launched in February by Maxwell.

American media properties owned by Rothermere are The American Lawyer, a monthly, and Whittle Communications in Knoxville, Tenn., which publishes travel and entertainment magazines.

• Vázquez-Raña, 54, purchased ailing UPI last year for $40 million after building the 62-paper El Sol group, Mexico's largest. He has just agreed to buy eight more Mexican newspapers.

Vázquez-Raña is the son of a Spanish artisan who emigrated to the United States, then Mexico, where he founded a furniture business. Vázquez-Raña took the reins when he was only 17 years old, making the Hermanos Vázquez furniture store chain one of the most profitable businesses in Mexico before selling out to his brothers in 1984.

He bought the El Sol group from the Mexican government in 1976 for $12.8 million, assuming $84 million in debts and eliminating that debt within one year.

In addition, he is board chairman of Mexico Radio S.A. and of two Mexican television stations.

Vázquez-Raña's acquisition of UPI and the occasional acquisitions by Canadians and others have sporadically renewed concerns among U.S. newspaper executives about foreign ownership.

Opinions vary, according to the differing views of the marketplace.

"I think you have that natural apprehension," says James D. Squires, executive vice president and editor of the Chicago Tribune. "But the fact is that the real strength of our system is that anyone can own a newspaper who can get one going."

"Americans will go right to the quality," Squires says. "If (foreign owners) put out better newspapers than Americans, then we deserve it."

He adds, "I don't spend a minute worrying about Rupert Murdoch or Lord Thomson. I don't think they're going to be able to outbid the Al Neuharths and Billy (William Dean) Singletons."

The growth of media companies such as Neuharth's Gannett and Singleton's MediaNews Group is precisely what worries K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass.

"All the arguments over quality are short-term red herrings," he says. "The issue has to do with the diversity of opinion."

"My paranoia is not whether the foreigners are coming. It's just simple concentration of ownership," says Low, whose paper is one of a dwindling number of independent American newspapers.

"I'm more comfortable about having Vázquez-Raña owning (UPI) than about Gannett or Knight-Ridder owning it." □

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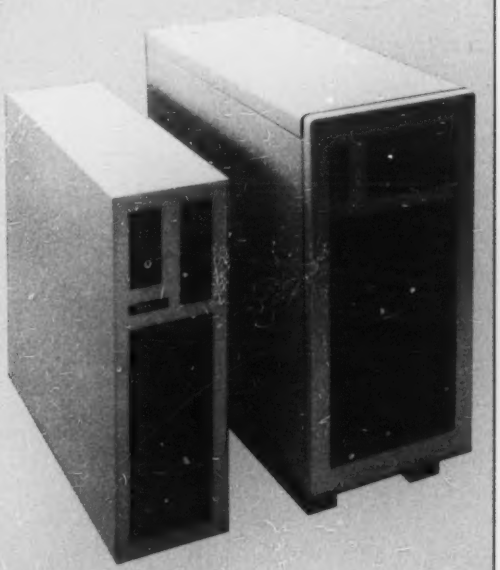

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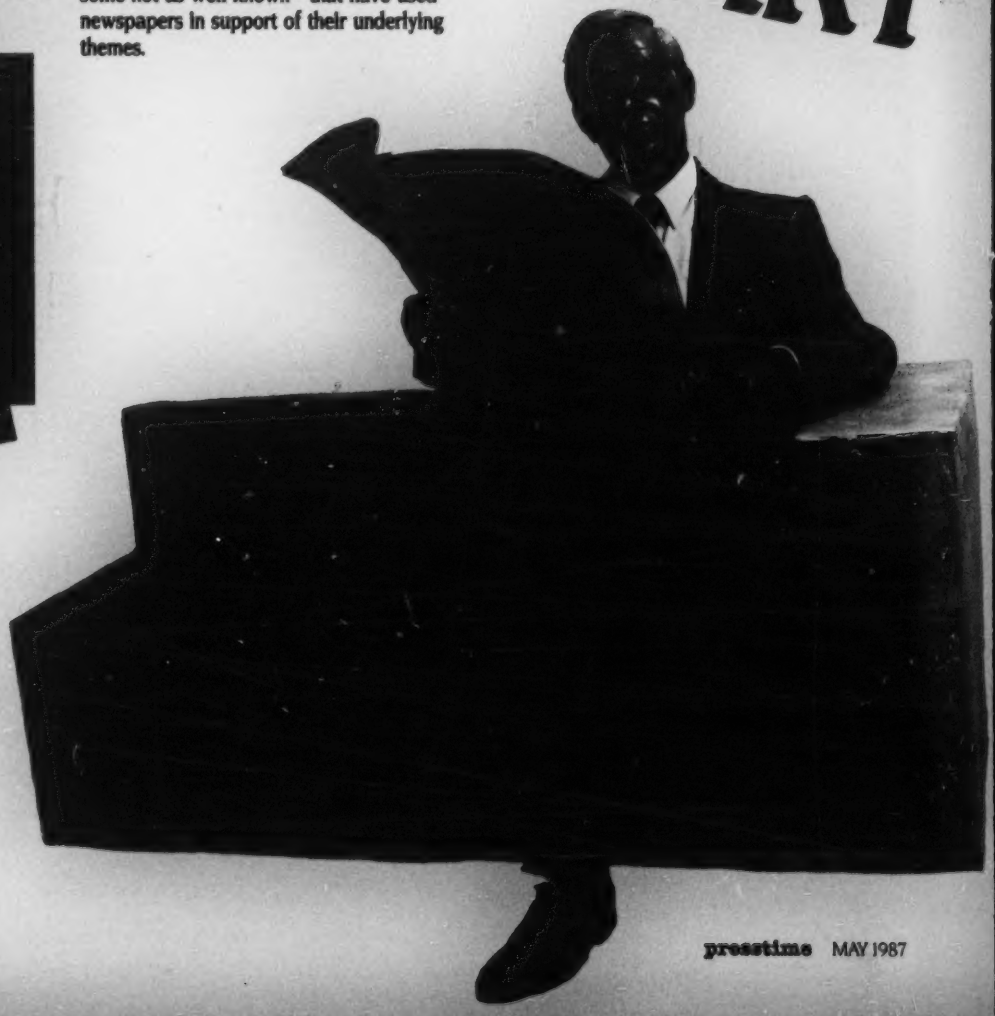
"Just Out" (below) and "Morning Papers," (right) both by the late J.G. Brown, are part of the collection of the James S. Copley Library, San Diego. They are displayed at Copley Newspapers corporate headquarters in La Jolla, Calif.

Newspapers and newspaper-related scenes through the years have served as inspirational subject matter for many painters and sculptors. These are just a few of the many works—some popular and some not as well-known—that have used newspapers in support of their underlying themes.

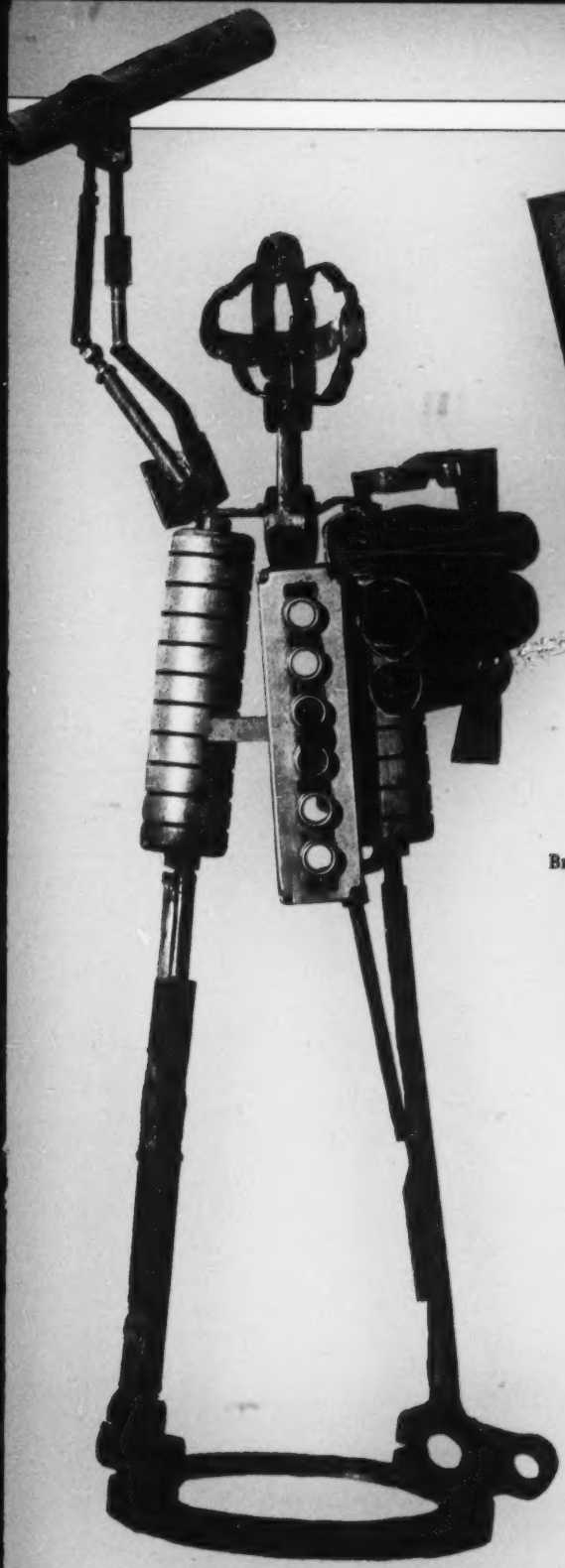
A 1,500-pound terra cotta plaque (above) hangs in the lobby of The Sacramento Bee. It was cast in 1901 by a San Francisco firm commissioned by the Bee's owners at the time, C.K. McClatchy and his brother, Valentine McClatchy.

The bronze sculpture "Waiting" (right) by J. Seward Johnson Jr. of Princeton, N.J., is owned by the Colorado state Public Employees Retirement Association and is located in the lobby of Penn Center Building in Denver. The work features The Denver Post nameplate and a story about the sculpture and PERA by Post writer Max Price.



The oil painting "Newspaper Boy" (left) was done in 1869 by Edward Mitchell Bannister, a 19th-century black American artist. The work is displayed in the National Museum of American Art, Washington, D.C.

British painter Beryl Cook found the New York subway a good setting for "Reading the Newspaper" (right), a 1985 work that is one of a series of paintings contained in the book *Beryl Cook's New York*. The piece is owned by a private collector in London.



One of the most unusual statues of a newsboy (above), made from parts of hot-metal presses and Linotype machines, is owned by the Anniston (Ala.) Star and is on display in its lobby. The work was created in 1970 by Mark Lane, former director of the Anniston Museum of Natural History.

One of the most famous of all newsboy statues is in Newsboy Park, Great Barrington, Mass. (left). Col. William Lee Brown, part owner and editor of the New York Daily News, donated the bronze sculpture to Great Barrington in 1895. Brown is buried near the monument, which is 14 feet high including pedestal.

An Insider's Prescription For Curing UPI's Ills

BY MILTON R. BENJAMIN

(Editor's note: After about a year as a consultant to United Press International owner Mario Vásquez-Raña and five months as president and chief operating officer of the troubled wire service, Benjamin quit April 1 after disagreements with Vásquez Raña over the path UPI should follow to regain viability. Benjamin has returned to his Washington, D.C., consulting firm, Anderson, Benjamin, Read & Haney, which no longer is advising the UPI owner. Benjamin was asked by **presstime** *to describe what he thinks UPI must do in order to survive.)*

In early January, the CBS News program "Sunday Morning" took a nostalgic look at UPI and its struggle to survive. Walter Cronkite, a war correspondent for the old United Press in his pre-CBS days, opined that "it's the breaking news story that is important—the ability to check one service against another. . . . I think this is a very important service in keeping newspapers accurate. . . ." Added CBS correspondent Charles Kuralt: "For journalists, UPI plus AP stands for a system with built-in checks and balances. . . ."

Well, sorry friends. The American newspaper industry has done its own new math on that equation and come up with a different answer. If the desirability of across-the-board competition with the Associated Press is to be the raison d'être for UPI's survival, the battle is over.

That is not to suggest no role remains for a new UPI. A UPI for the 21st century—with more experienced foreign correspondents, extending a U.S. journalistic presence to more world capitals than any newspaper or group can aspire to staff on its own—could well be of greater value than ever. Aren't the second and third tier of international capitals, after all, precisely where editors would welcome an earlier on-the-ground American reportorial presence when news breaks? Even in capitals where the AP is also present, aren't sensitive international political and economic stories exactly where editors most want a second (and preferably a third) version of the news.

An equally important role could be staked out by a new UPI at home. Again, it lies in coverage of government—in Washington, of course, but even more usefully in the 50 state capitals. Beyond the indisputable need for more consistent and comprehensive coverage of executive branch agencies, the real opportunity lies in providing readers with a better view of how local political and economic challenges are being dealt with around the country. Which editor felt, as his state grappled with the liability insurance crisis last year, that he had an adequate perspective on how other jurisdictions were coping with the problem—or how his state's approach related to actions at the federal level?

But couldn't the AP do all these things if its members wanted this type of coverage? Of course. But if having a competitive reporting presence aggressively covering the news makes sense anywhere, most editors would vote to have a second set of journalistic antennae probing the nooks and crannies of local, state, federal and foreign governments.

The new UPI could be the extremely competitive source of this "high-value" information—and at a considerably lower cost to newspapers than what most subscribers pay for America's second wire service today! My guess, based on discussions with editors and publishers of small as well as large newspapers over the past six months, is that many would be buyers of this type of "premium" top-end news service—including many who do not currently subscribe.

Milton R. Benjamin

The new UPI *could be the extremely competitive source of 'high-value' information.*

UPI's problem with its present positioning in the market, however, is that newspapers are being asked to write checks for an amount that comes all-too-close to their AP assessment for something editors want but for which publishers aren't willing to pay: competition in covering nuts-and-bolts stories.

INFRASTRUCTURE BURDEN. The reality of the 1980s is that U.S. newspaper publishers, large and small alike, no longer are willing to pay the freight for more than one news service of record to chronicle every two-alarm fire and fatal auto accident that occurs each day across America. And maybe that's not so bad. In an era where few newspapers directly compete and many are targeting their own resources on increasing the quality of stories rather than the quantity, one news agency giving a daily carpet sweeping to America, picking up every piece of lint on the landscape, may well be sufficient.

Most large newspapers—the papers that pay a disproportionate share of the cost of running a news service—largely don't run those limited-interest local stories anyway. And notwithstanding the loyal but mistaken belief of too many UPI salesmen that it is still possible to sell displacement, the small one-service newspapers that rely on the wire for those nuts-and-bolts local stories have largely gone AP to stay.

But if you are UPI, continuing to cover those locally-important-but-generally-of-little-national-value stories in all 50 states imposes infrastructure requirements that in aggregate leave you with an unsupportable cost structure. For starters, you wind up maintaining news bureaus in far more cities

than makes any sense economically. In New York state, for example, the daily flow of major news obviously mandates strong bureaus in New York City and Albany. But how do you rationalize the cost of maintaining bureaus in three other New York cities, while trying not to explode at the pressure to open one in Poughkeepsie?

Multiply that times 50 and you quickly come up with an imposing number. Then factor in the need to staff a significant number of these bureaus from dawn to midnight to make regular "check" calls and to take phoned-in stories from stringers. (Don't think electronic carbons are the solution to this problem; someone still has to read and process the stories received this way.) Now you are up to a pretty substantial force of reporters and editors just to support UPI's infrastructure.

Even worse, most UPI newspeople today rarely leave the bureau to actually perform the kind of "premium" reporting that editors would buy as an add-on to what they get from the AP. Don't get the idea UPI staffers are anything but the hardest working reporters and editors in America. UPI staffers are always hustling. But what keeps them occupied? Grinding out rewrites of local stories, packages of briefs, and updated headlines for rip-and-read radio stations.

That, ultimately, is the killer. No radio station is too small, its location too remote, its management too disinterested in news, for UPI's sales staff. In the competitive frenzy to keep potential clients—any clients—from falling into the clutches of the AP, they are encouraged to sign up every available pennies-a-week radio customer, ignoring the fact that each nickel of revenue adds dollars in costs to UPI's infrastructure burden.

Unfortunately, and I say this with sorrow because radio stations for years formed the loyalist core of the UPI client base, my new UPI would get out of the low-end radio market. Leave the rip-and-readers to the tender mercies of the Associated Press. Major market radio and television stations are another matter entirely. Their news interests and requirements are similar to those of newspapers. UPI serves this high-end broadcast market today better than the AP, and it clearly makes sense to continue to do so.

NEW DIRECTIONS. But doesn't this strategy imply a very different UPI—a new UPI more focused on government and economics coverage? Of course. The new UPI's reporters still will be eager to cover major breaking stories. (Ever seen a reporter who wasn't?) But the difference is the new UPI may not—probably will not—move the first bulletin on a major train-wreck in Oklahoma, though its coverage ultimately may well be better than ever. And the new UPI will not beat the AP by six minutes on a double-fatal auto accident in North Dakota. It may not ever cover that story at all.

I am convinced the new UPI could produce and successfully market such a report.

Doesn't this strategy also suggest a much smaller UPI? In terms of total editorial staff, absolutely. But the new UPI would evolve into a more-experienced, better-paid news service, with staffers in every state capital, selected economic centers, and about 50 major cities around the world. And notwithstanding the reduced body count, the new UPI would actually be doing far more original reporting than either today's larger UPI or the AP.

What about traditional UPI strengths such as sports and photos? Here, the future must be determined by the marketplace. As superior as these services may be, both are priced today in a manner not directly tied to the cost of production. If enough newspapers were willing to subscribe to these services at a price that would yield a profit, there would be no reason they shouldn't be part of the new UPI. If not, the marketplace would have spoken—and it ought to be heard. No future exists for UPI divorced from the realities of the marketplace.

Unless it can find a new role that forces newspapers to buy the service as an indispensable information resource—and not as an act of charity—on what basis can UPI succeed? Will publishers and editors long want to buy and print a privately owned, stand-alone news service kept alive for some motive other than return on investment? I doubt it.

But from months of conversations with editors and publishers across America, I am persuaded "high-value" coverage of government and economic news in all 50 states, Washington and around the world is an editorial product for which there is a demand. I am convinced the new UPI could produce and successfully market such a report at a price that would yield a profit.

But getting from here to there requires thinking about the new UPI in a new way—by publishers and editors, by UPI's editorial and sales staffs, and by its owners. Even then, success would hardly be guaranteed.

Nothing is more difficult than successfully repositioning a product in the marketplace. But absent such an effort, there simply is no hope of stanching the bleeding. And while American publishers and broadcasters owe Mario Vasquez-Rana a vote of thanks for the monthly transfusions that are keeping the patient alive, I see no chance for ever unhooking UPI from its present life-support system unless it steps up to the radical surgery that might yield a healthy future. □

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FLORIDA HOT SPOTS

Rapid growth in the Sunshine State has spawned intense competition among strong, high-quality dailies

BY TOM KELLY

Newspaper competition may be a nostalgic relic in much of America, but it is very much alive throughout the booming state of Florida.

Retirees and tourists who flee to Florida from the urban Northeast and Midwest expecting to find a tranquil landscape free of competitive pressures are in for some surprises when they begin shopping for a daily newspaper.

While Florida generally delivers on its promises of sunshine, fishing, golf, shuffleboard and slower rhythms of life, it also amazes and delights new residents with perhaps the most heated journalistic competition to be found in the United States today.

And it's a competition with distinct differences from the street-corner hawkers and promotional giveaways of a bygone age. Florida's newspaper wars are being fought by some of the most powerful communications organizations in the land, possessing the most sophisticated and innovative news coverage and marketing strategies money can buy. The competition is exclusively for morning-newspaper readers and, happily for all concerned, it appears to be that rare kind of competition in which everybody wins, especially readers.

There already are millions of avid newspaper readers in Florida, and there are going to be a lot more by the turn of the century. Florida's population is approaching 12 million, and it is expected to be 15 million by the year 2000. The state's newspaper readers are already well-served because Florida's dailies—from Pensacola in the northwest to Key West in the southeast—are widely recognized for their excellence.

Kelly, current president of the Florida Society of Newspaper Editors, is former editor of the Palm Beach Post.

Florida customarily places two dailies—The Miami Herald and the St. Petersburg Times—on virtually everybody's list of the nation's top 10 newspapers. And there is a growing consensus that another Florida daily, The Orlando Sentinel, now deserves to be ranked among the top 10.

Ralph Lowenstein, dean of the School of Communciations at the University of Florida in Gainesville, finds the situation "very invigorating."

"I don't think there's a more competitive newspaper state in the union," Lowenstein says. "It's full-scale warfare 24 hours a day. People think of Florida as a vacation state, but it's much more than that. The state just passed Pennsylvania in population, and by the year 2000 Florida will be the third-largest state.

"And Florida is not only big, it's diverse and a growing economic giant. The state's image just doesn't comport with the reality."

Florida pretty much fit the sleepy Southern stereotype until the late 1960s when the major newspaper groups began awakening to the state's growth potential and moved to acquire Florida newspaper properties. Within two decades, Gannett Co., The New York Times Co., Scripps Howard, the Tribune Co. of Chicago, The Hearst Corp. and Morris Communications Corp. all moved into Florida to join established Knight Newspapers (now Knight-Ridder Inc.), Cox Enterprises Inc. and Media General Inc. Now virtually all the state's main dailies, with the notable exception of the independent St. Petersburg Times, are affiliated with national media groups. One of the last holdouts, the Naples Daily News (evening, circulation 24,858), went to Scripps Howard for $160 million recently.

The three major theaters of operations in Florida's newspaper wars are the "Gold Coast," the "Suncoast" and the "Space Coast," which just happen to be three of the most explosive growth areas in the nation. The Gold Coast consists of Dade (Miami), Broward (Fort Lauderdale-Hollywood) and Palm Beach (West Palm Beach-Boca Raton) counties. The Suncoast is the thriving Tampa Bay metropolitan area dominated by Hillsborough (Tampa) and Pinellas (St. Petersburg) counties. The Space Coast's main competitors are based in Orange (Orlando) and Brevard (Cocoa-Melbourne) counties.

Florida's newspaper wars are at different stages of belligerency on the three main fronts. The Gold Coast war has been raging in earnest for nearly five years and promises to continue indefinitely. The Suncoast offensive began only a few months ago, and the Space Coast conflict appears to have reached the cease-fire stage.

GOLD COAST. Major-group affiliation is a major element in the battle for readers on the Gold Coast, where Knight-Ridder (The Miami Herald and Boca Raton News), Tribune Co. (Fort Lauderdale News and Sun-Sentinel) and Cox (The Palm Beach Post and Evening Times) have been competing intensely in Florida's most populous region. Nearly 4 million people live in Dade, Broward and Palm Beach counties.

"We are all major players here, and nobody is going to go away," says Thomas P. O'Donnell, president and chief executive officer of Fort Lauderdale's News and Sun-Sentinel Co.

The Sun-Sentinel (morning, 137,176) is one of the fastest-growing dailies in the nation. Combined, the Fort Lauderdale papers attained an all-time seasonal circulation peak in March with totals of 270,000 daily and 335,000 Sunday.

While Fort Lauderdale's morning daily wages a two-front war—with The Miami Herald (407,296) and Scripps Howard's Hollywood Sun-Tattler (32,696) on its southern flank and with The Palm Beach Post (102,247) in the north—the Miami and West Palm Beach newspapers face different competitive pressures.

The Herald's problem is perhaps unique in American journalism. Published in a joint operating arrangement with Cox's The Miami News (evening, 55,684), the Herald is dominant in Dade County. However, because that traditional circulation base is acquiring a distinctly Hispanic accent with the

immigration of more than a million Cubans over the last quarter-century, the Herald must appeal to a variety of very different audiences who have strong ideas about what a newspaper should be.

Richard G. Capen, the Herald's chairman and publisher, bridles over recent national news stories that have examined the Herald's marketing challenge: "The real news in Miami is what The Miami Herald is doing more than any other newspaper in the United States to attract readers who are coming to our area from other countries.

"No other newspaper has tried to publish a Spanish edition, but our El Herald is 11 years old. We have Hispanics in our senior management, and two Hispanics sit on our editorial board. I've even learned to speak Spanish! We have a high level of consciousness toward the needs of our Hispanic readers, and this consciousness is infused into our daily thinking. We always ask, 'How can we make this story more relevant to our readers?'

"We haven't written off any readers, and we are not content to sit back and wait for the process of assimilation to work. We intend to accelerate the assimilation process through our newspaper."

Capen acknowledges that his competitive posture is different in Broward and Palm Beach counties, where the conflict is "more traditional."

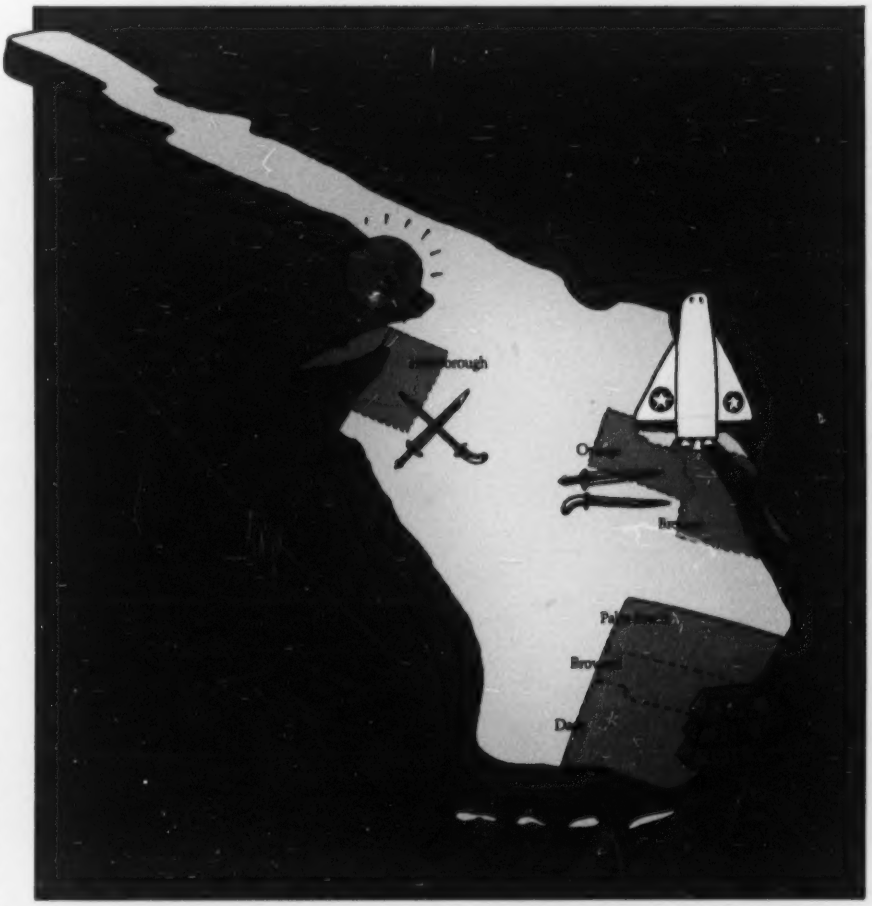
The Herald launched greatly expanded Palm Beach and "Treasure Coast" (Stuart-Fort Pierce area) editions four years ago in an attempt to extend its influence into the high-growth areas 50 to 120 miles north of Miami. But the costly new news bureaus and heavy promotion resulted in only marginal circulation and advertising gains, and, since last year, the Herald has retrenched steadily in the outlying areas.

After the dust had settled on the Herald's northern offensive, its Palm Beach County circulation was little more than the 30,000 it claimed before the big push. And the Herald was struggling to maintain its 100,000-plus foothold in southern Broward County.

Capen is not willing to concede an inch in Broward, where he sees a vigorous competition with the Sun-Sentinel "for some time to come," but his view of the Herald's role in Palm Beach County is more limited: "To be a strong, respected, regional newspaper bringing to readers all that that implies."

O'Donnell thinks the Herald "is in kind of a slump. It's still trying to sort out its mission in Palm Beach. In Broward, it's a different newspaper in the southern half of the county, which it treats as an extension of Dade, and the north, which it covers much the way it covers Palm Beach County."

O'Donnell particularly covets Palm Beach County for its growth potential. His



Sun-Sentinel is the dominant morning paper in the county's burgeoning southern cities of Boca Raton and Delray Beach, which are closer geographically and psychically to the Fort Lauderdale sphere of influence than they are to that of West Palm Beach.

"Palm Beach is an emerging county that is still 10 years away," O'Donnell says. "Nobody really has owned that turf, and we think that it's still up for grabs."

Tom Giuffrida, publisher of the Palm Beach Post and Evening Times, is determined that most of that unclaimed turf will belong to his newspapers, members of the Cox group since 1969.

The Post, which is the dominant Palm Beach County paper from Boynton Beach north to the Martin County line, also is experiencing strong growth, recently hitting 145,000 daily and 210,000 Sunday circulation—both all-time highs—during the traditionally prosperous winter tourist season.

Giuffrida, who came to Palm Beach from Cox' flagship Atlanta Newspapers in mid-1985, considers southeast Florida the most competitive newspaper environment in the nation outside of "three or four major cities such as New York, Chicago or Los Angeles."

"Only here," he says, "can you set three

The Gold Coast war has been raging in earnest for nearly five years. The Suncoast offensive began only a few months ago, and the Space Coast conflict appears to have reached the cease-fire stage.

newspapers on your desk each morning and see who did the better job. Three papers are trying to create 'the paper' for Palm Beach County. One of our competitors is nationally recognized in the top 10; the other is a rapidly emerging metro daily.

"The Miami Herald remains an excellent paper despite its current soul-searching. I always regard it as a serious competitor but less of a factor in Palm Beach County than the Sun-Sentinel. The Sentinel doesn't hide the fact that it wants to be Palm Beach County's newspaper, and it has been very successful in the south county."

Giuffrida has spearheaded Cox' major new commitment to Palm Beach by upgrading staff and salaries, increasing the Post's community profile with promotions and increased advertising, redesigning the newspaper and adding new content (including a daily Opinion section with six pages of editorial and op-ed material) aimed at the county's elderly-weighted readership. In January 1986, the news staffs of the morning Post and afternoon Times were combined, leading to speculation that the Times' days as a separate publication might be numbered.

"The major increases in our budget clearly needed to be done," Giuffrida says. "Cox is not just interested in this year, but in the long-term market here. Atlanta (Cox headquarters) has said to us, 'Let us know what you need and we'll give you the help.' "

SUNCOAST. While a tentative equilibrium exists between the three Gold Coast competitors, the St. Petersburg Times is intent on changing the long-time division of Suncoast readers between the leading newspapers on the opposite shores of Tampa Bay.

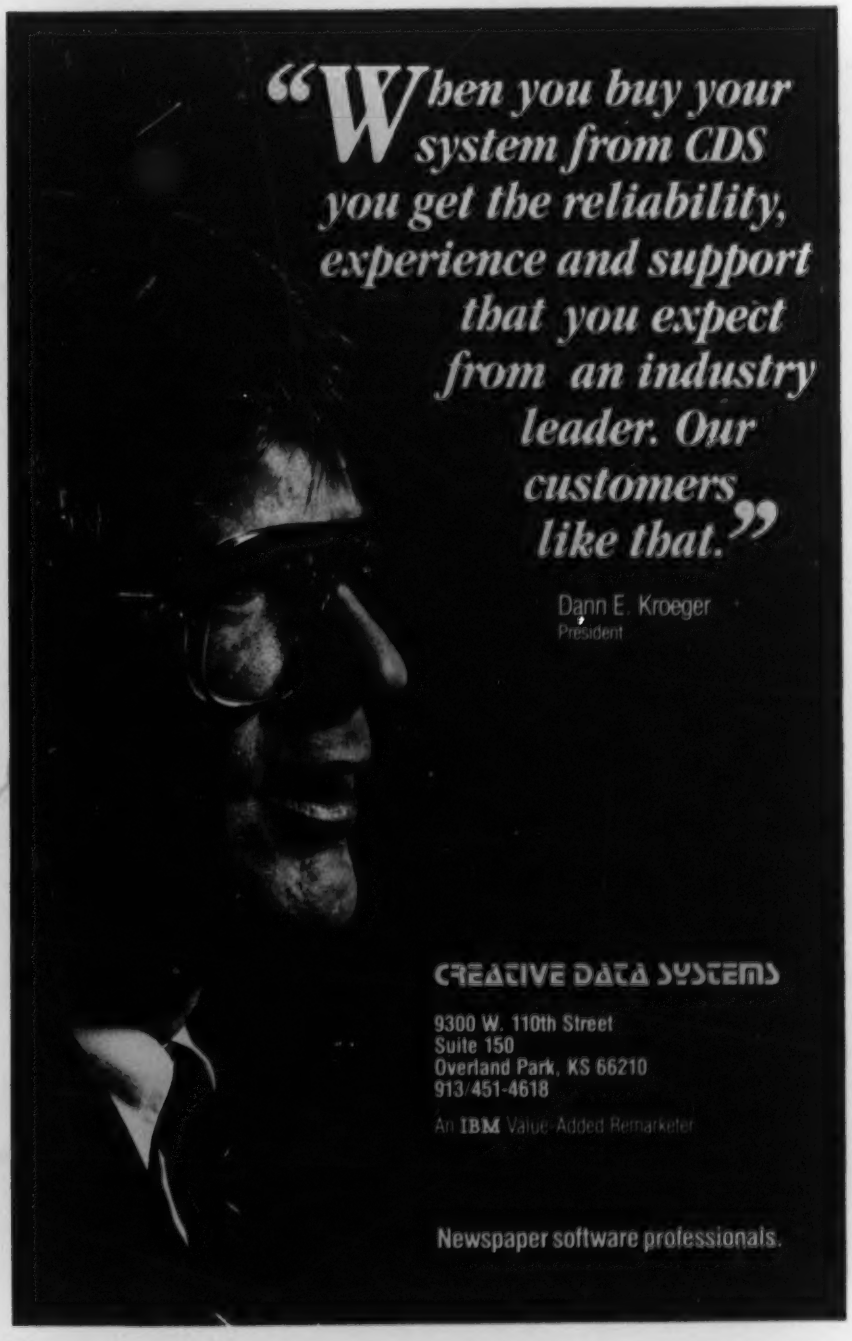
On Feb. 1, the Times, Florida's second-largest newspaper (morning, 302,403) opened fire on the neighboring Tampa Tribune (also an a.m. and fourth-largest at 207,671) by beginning an offensive aimed at cutting a swath through what is nominally Tribune circulation turf. The territory extends from northern Pinellas County across Hillsborough to the University of South Florida campus—an area of active growth being populated by the upscale families so coveted by advertisers.

University of Florida researchers predict that the population of Hillsborough and Pinellas counties will reach 1.1 million each by the year 2000. Currently, Hillsborough has 750,000 and Pinellas—also home of Hearst's Clearwater Sun (morning, 27,507)—has 850,000. Proportionate growth in neighboring counties such as Pasco, Citrus and Hernando is expected to be even more dramatic.

Eugene C. Patterson, chairman of the Times Publishing Co. and a World War II officer under Gen. George Patton, characterizes his newspaper's push to the north and east as logical and inevitable.

"We're backed up in the Pinellas peninsula," Patterson says. "If we look west, we see fish. If we look east, we see one million people in the next dozen years. You can't repeal the laws of geography and demography, and we plan to be there with a good newspaper when the growth comes."

Patterson thinks the Times' chances of becoming a habit with the new residents are good. "The whole region between St. Petersburg, Clearwater and Tampa is attracting enormous high-tech manufacturing growth," he says. "These are young families who are filling the schools with kids and generating a lot of jobs. We have never put out a geriatric journal here despite the older median age of our readership."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First Prize

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The San Jose Mercury News
Evelyn Richards and Lew Simons for
"The Trade War: Why Japan is Winning"
(Best business and/or economic reporting
from abroad for newspapers and/or wire services)
First Prize

The 1986 Overseas Press Club Award
The Detroit Free Press
David Turnley for his photos from South Africa
(Best photographic reporting from abroad
for newspapers and/or wire services)
Honorable Mention

The 1986 Overseas Press Club Award
The Philadelphia Inquirer
David Zucchino for South African reporting
(Madeline Dane Ross Award for the foreign
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Honorable Mention

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Patterson perceives the region as "the great new city of Tampa Bay." He sees the three bridges that span the bay as "connectors, not dividers."

"There is a growing new metropolis here," he says, "and the two newspapers were keeping it divided rather than united."

The Times' strategy is to treat this metropolis as one giant city with numerous important component communities. "Our approach will be to provide a major metropolitan newspaper that covers a city of 2 million people but incorporates 10 separate newspapers covering each component community."

Media General's The Tampa Tribune has not been sitting back idly. "We've improved their paper tremendously," Patterson comments. "It's now a very live paper, I'm sorry to say."

The Tribune's response to the incursion has been to strike at the Times in its own back yard. Since late February, it has opened five new bureaus in Pinellas County staffed by 30 reporters and even more circulation people.

Media General recently lured back a veteran Florida editor, H. Doyle Harvill, to command the Tribune's counter-strategy. Harvill left the now-defunct Tampa Times nearly 20 years ago, but last fall he gave up his position as publisher of the Montgomery (Ala.) Journal and Advertiser to become executive editor and vice president of the Tribune.

In Harvill's view, the challenge from the St. Petersburg Times is but one of the many continual attacks on the frontiers of what he likes to call "Tribuneland"—a wide north-south corridor that extends from Gainesville in the north to Lake Okeechobee in the south.

"These beautiful rolling sand hills and dairy pastures have traditionally been Tribune country," Harvill says. "We've had regional editions in these areas for close to 40 years. The sand hills are becoming golf courses and lakes, and the fireman from Detroit is learning that it's just as nice to retire there as on the coast, plus it's a lot less expensive."

Everywhere he looks in Tribuneland, Harvill sees tough competition. "Starting in the far north with Lake City and working south, you have Gainesville, Ocala, Leesburg, Lakeland, all of which used to be small remote papers that have been turned into fine newspapers by The New York Times," he says. "Due west there's another fine New York Times paper in Sarasota"—the Herald-Tribune.

"When we look east, we're right in the middle of the most strategic newspaper area in the country—central Florida—which happens to be the home of The Orlando Sentinel, the most improved paper in Florida in the last 20 years.

"You'll just have to forgive me if I can't get overly excited about the Tampa Bay wars," Harvill says.

Harvill hasn't been awed by St. Petersburg's efforts so far. "They put people in white tie and tails and gave the paper away," he chuckles. "They had a lot of ads in the first papers, but most of them were Clearwater and Pinellas County ads sold at a low pickup rate. A lot of their stories so far have been 'educate-the-reporters' stories—the power-structure bit."

Harvill pointed to a Media General decision of a few years ago to purchase new,

FROM NEW YORK CITY . . .

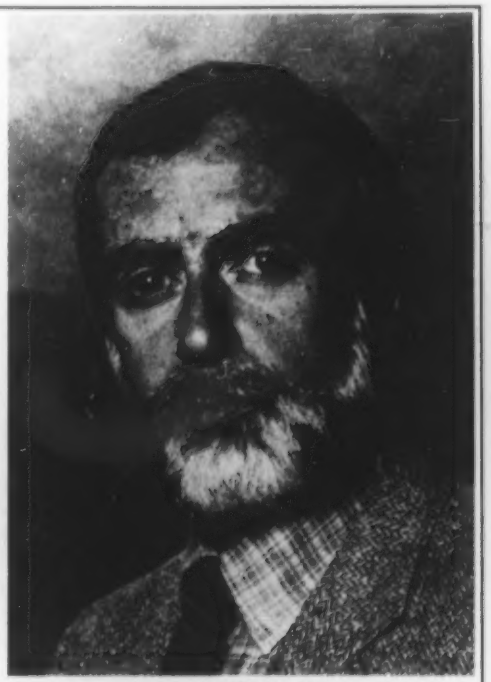
"If the alienation is growing in the black community, it grows, too, among street cops. They feel more and more alone out there. They feel used. In investigations involving police conduct, they have begun refusing to testify before grand juries unless they are granted immunity. They don't trust the system to protect them.

"This sounds, does it not, very much like the grievance of the ghetto. We have been abandoned.

"Yet it is surely a flight into fantasy to imagine that the cops and the ghetto blacks might find a mutuality in their predicament. It's never happened before—for the very obvious reason that the police are sent in as virtually the only representative of the decision-makers. So ghetto frustration must inevitably fall on the available target. Sometimes it falls justifiably, on those occasions when certain cops demonstrate racist behavior, but it also falls on them even when no such disease exists.

"It's too bad the police and the poor are never going to realize, or be encouraged to realize, how much in common they have—functioning out there on society's dirty, far edge, where chaos breeds. Wouldn't it be a great dream if they could, at least figuratively, march together on city hall?"

—By Sidney Schanberg of *Newsday*



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larger presses as evidence that "this company has been gearing up to maintain its franchise in this area for some time."

As for him, he's happy to be home and confident of the future of Tribuneland. "I'm a native of this area," Harvill says. "I know every back road, the names, the people and the places. I know every which way the wind blows. The Tribune has been in a lot of counties for a lot of years, and we're here to stay."

Patterson echoes the commitment from the west side of Tampa Bay: "This competition has taken money off both our bottom lines, but in the long pull, it's an investment that has to be made. For our part, we're not content just to divide up the profits in this region. We're going for the brass ring."

SPACE COAST. Drive due east on Interstate 4 from the City of Tampa Bay, through "Tribuneland," and in about three hours you'll reach the Space Coast, where the big guns in the major Florida newspaper skirmish of 1986 have been momentarily silenced. The combatants are wiser but not necessarily sadder.

In late fall of 1985, Gannett, publisher of Cocoa's Today, began an experiment designed to change the reading habits of its customers. Today became Florida Today, an intensely state and local paper stripped of most international and national news, including stock-market and sports reports.

Florida Today was offered as one-half of an "information package" with USA Today, Gannett's national daily. The papers were sold at a combination rate of $3.25 a week. The experiment was designed to determine whether readers were as ready to embrace two daily newspapers as they have been to add television sets to their homes.

After little more than a year, the answer appears to have been a resounding "no." Reader resistance to the change was intense and immediate.

Enraged by what they perceived as an attempt to coerce them to buy two newspapers, 10 percent of the paper's 70,000 subscribers cancelled. Many of them fled to The Orlando Sentinel (all-day, 242,755), which enjoyed a windfall of more than 10,000 new subscribers in Today's Brevard County back yard.

"They were putting out a terrific package—four sections of state and local news and four sections of international-national—but an awful lot of people got mad at them," says Steve Vaughn, executive editor of the Tribune Co.-owned Sentinel. "They had major delivery problems, and people just didn't have time to read that much newspaper. Many told us that they resented the fact Gannett had yanked their newspaper out from under them."

Without even trying, the Sentinel increased its circulation in Brevard from a base of 8,000-10,000 to 20,000 in a matter of months. Orlando responded by beefing up its Brevard news bureau from three to 12 staffers to deal with the growth.

In December, Gannett ended the trial, returned traditional content to Florida Today (**presstime**, Feb. 1987, p. 63) and tried to put the best face on the hard lessons it had learned.

Ed Manassah, editor of Florida Today (morning, 62,277), thinks the experiment proved that there is a significant segment of the readership that does not require two daily newspapers. "But we also learned that most readers are far more accepting of the traditional style of newspaper."

Manassah, who joined Florida Today six months ago from Gannett's Lansing (Mich.) State Journal, says, "Florida Today is a much better paper now because we have retained many of the new things that had been developed while we were building our local coverage. Our listings are much more complete. Our sports section is much better than it was. Staff reaction to Florida Today as it is now has been very positive, and we have more full-time news staffers now than we did before all this started."

To hear both sides tell it, everybody is better off than before the great experiment. Despite a recent dropoff, the Sentinel has retained most of the 10,000 new subscribers that "plopped into our lap," in Vaughn's words.

Florida Today has won back many of its old readers, with Sunday circulation topping 100,000 for the first time ever in February and daily circulation peaking near 75,000. According to Gannett sources, USA Today circulation increased "800 percent" (to 18,000) during the experiment, and the gains have been maintained.

The Space Coast experience seems to typify what the University of Florida's Lowenstein calls "the invigorating character" of Florida's newspaper wars. All over the state, already-good newspapers are improving themselves creatively, seeking to win more market share in a climate of explosive growth.

Capen of The Miami Herald could have been speaking for all of Florida's publishers when he said, "Any time you have good papers working hard to improve their quality, both the readers and the advertisers will benefit." □

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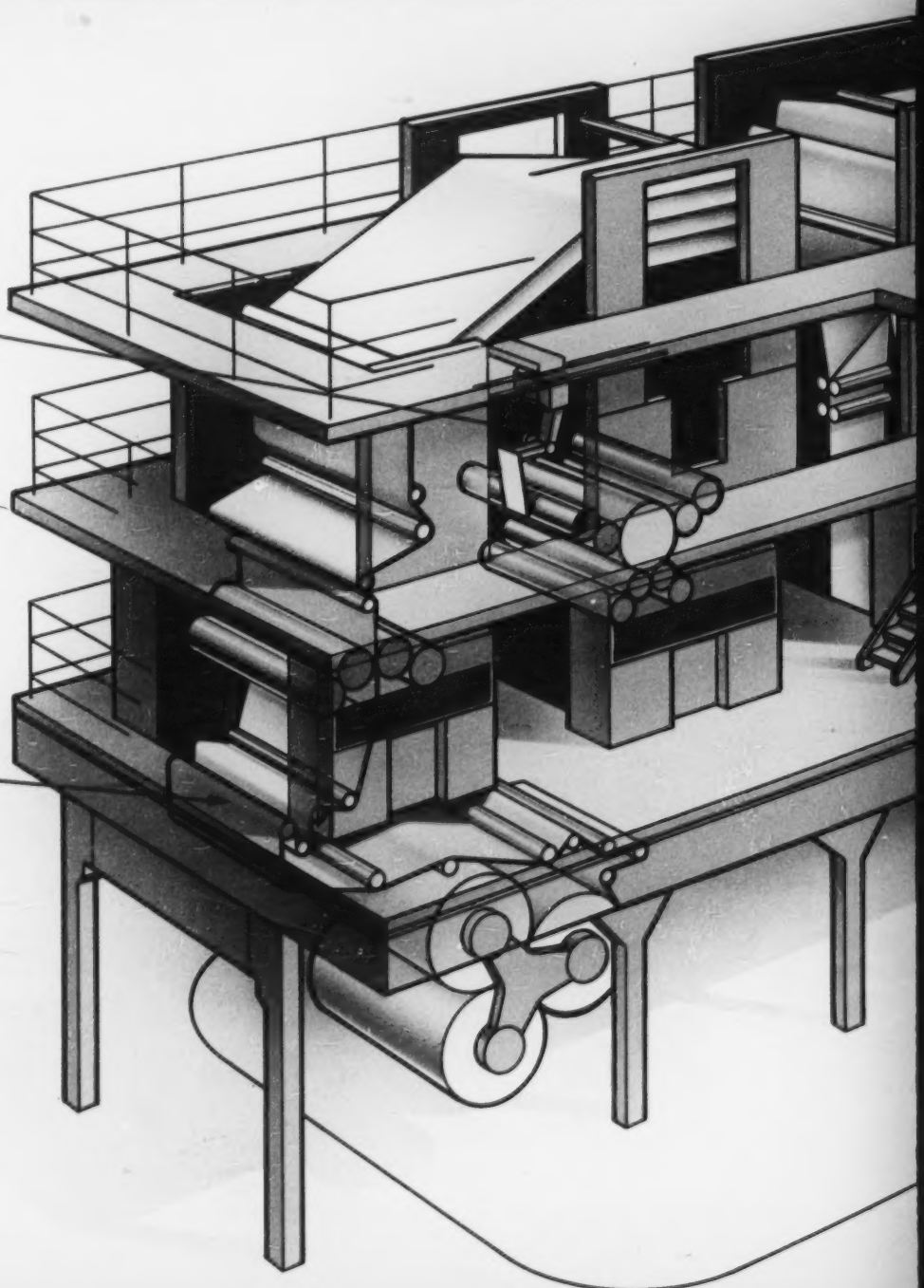

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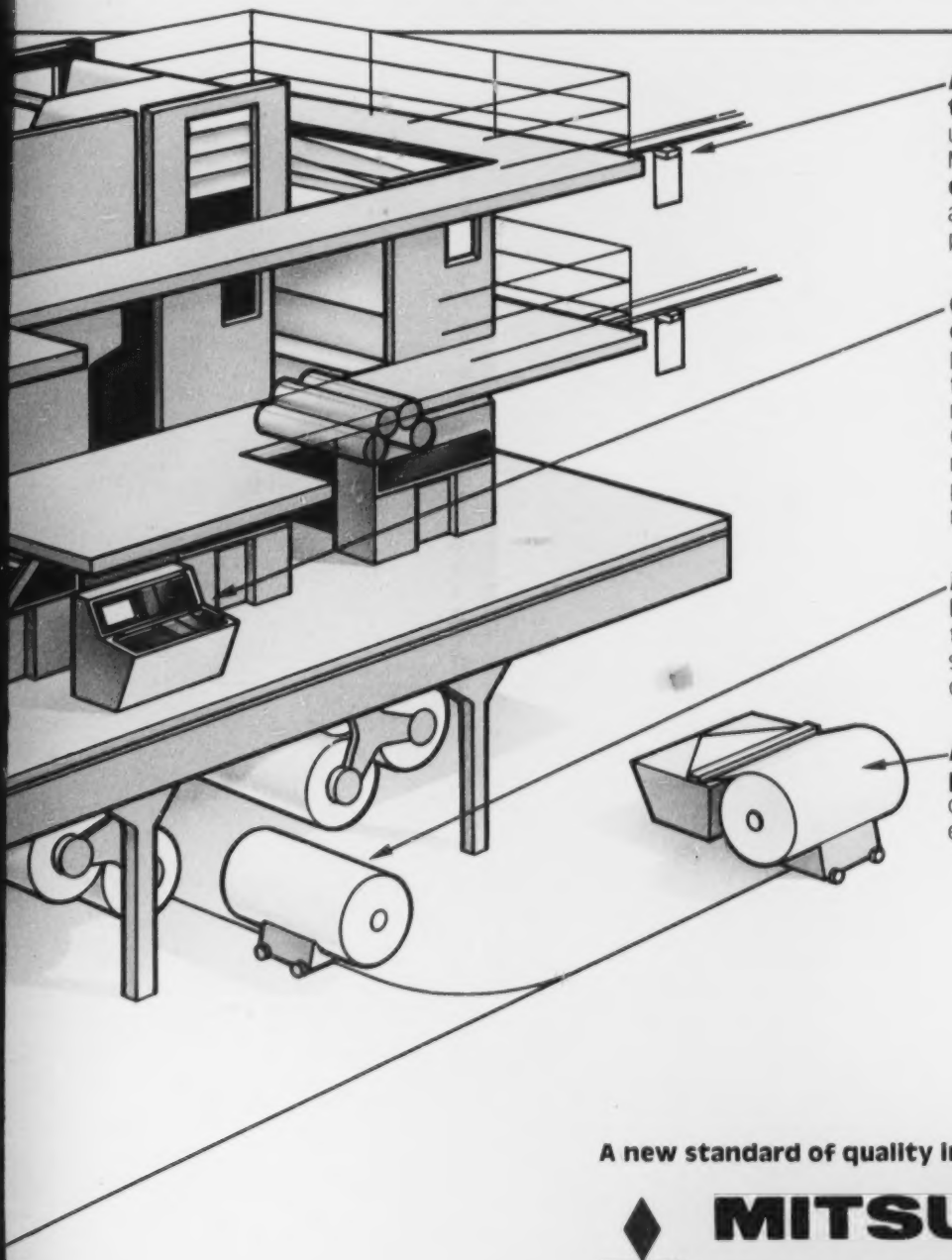

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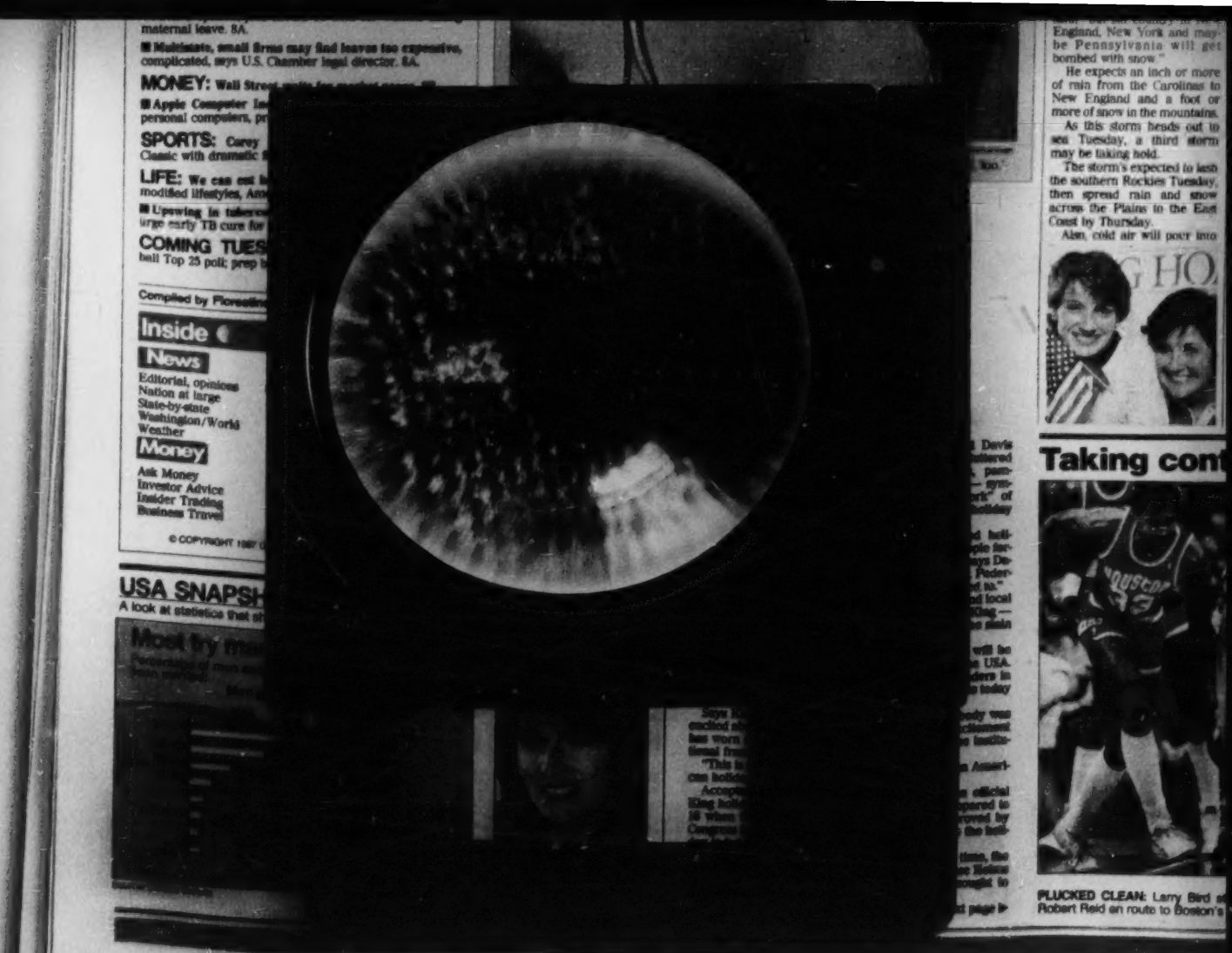
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ANPA marks century of service to changing world of newspapers

The year was 1887.

Grover Cleveland was President of the United States; all communities with a population of at least 10,000 got free mail delivery for the first time; 18 sugar refineries formed the "Sugar Trust"; the Interstate Commerce Act was passed to regulate railroads; and the nation's first golf club opened in Foxburg, Pa.

There were fewer than 1,000 U.S. daily newspapers. None had a circulation of more than a quarter of a million copies. There were a few newspaper groups, but daily newspapering was primarily a "home-grown" enterprise. Evening papers were predominant. Newspapers' only real competitors were magazines; and about as much revenue was raised from circulation as from advertising.

Although the typewriter was being introduced in newsrooms, and the first Linotype had been introduced at a daily newspaper a year before, most news copy still was being written and set in type by hand.

The telephone was only 11 years old. The roll-fed press was just coming into newspaper use. And newsprint still was being made, in part, from rags.

At noon, Feb. 16, 46 publishers, business managers and advertising managers from daily newspapers in the United States and Canada convened at the Powers' Hotel in Rochester, N.Y. The two-day meeting had been organized under the leadership of William H. Brearley, advertising manager of the Detroit Evening News. "We have, of course, a little plan to suggest," said Brearley, as he called the meeting to order.

The plan was formation of the American Newspaper Publishers Association.

This special report was prepared by presstime *writers and other members of the ANPA staff, drawing heavily from the work of Edwin Emery, professor emeritus of the University of Minnesota, who has written historical works on the Association.*

This month, ANPA celebrates its 100th Anniversary Convention, and it will be a time of reflection on how much things have changed during the Association's first century. The Powers' Hotel is gone (although the building, now offices, still stands). ANPA has grown from a small office in New York City, from where it collected annual dues of $25 from each newspaper; through operating in New York, Chicago, Indianapolis and Easton, Pa.; until it now has all of its functions consolidated in its own multimillion dollar building in Reston, Va., called The Newspaper Center.

The newspaper business has changed, too. The United States has 1,674 daily newspapers, five of which have circulations of more than a million. Newspaper groups control more than 70 percent of U.S. dailies. Although evening papers still dominate numerically, the number of morning papers is growing and a.m. papers account for a majority of daily circulation. And while newspapers continue to be the leading advertising medium, competition for advertising and for peoples' time is coming from a diversity of sources—broadcast and cable television, direct mail, magazines, radio, free newspapers, shoppers, electronic information services, catalogs, directories, etc.

The Canadian newspaper scene has changed in similar fashion. The 91 daily newspapers in existence in 1891 have grown to today's 111 dailies.

Typewriters have all but disappeared from the newsrooms of most newspapers; news copy is now composed by computers and may be sent by microwave or satellite to remote printing plants. News and advertising is beamed to satellites and back to receivers at newspapers. Production experts are beginning to talk about the prospect of electronic printing, eliminating newspaper presses as we know them. Although newspapers still are printed on paper, wood pulp long ago replaced rags in newsprint composition and the possibility of producing newsprint from kenaf, a plant that produces about 12 times more paper pulp per acre, per year, than trees, is being studied.

But many of the concerns that dominated early ANPA debate remain the focus of the Association, which today serves nearly 1,400 daily and non-daily newspapers accounting for more than 90 percent of the daily newspaper circulation in the United States and 80 percent in Canada.

First ANPA President William Singerly

1887-1899

At the beginning of the period:

- Number of U.S. dailies—971
- Number of charter members of ANPA—50

"The objects of this Association are the protection of the members from irresponsible customers; the gathering and disseminating among its members of news of value to them; and the rendering to each other of such other assistance as may be within their power."

—Article adopted at first ANPA meeting

To understand what compelled formation of a trade association of daily newspapers in 1887 is to know what was happening in the United States and in the newspaper business at the time. The country was evolving from one that was agricultural and rural into one that was industrial and urban. Newspapers were reflecting those changes.

In the last three decades of the 1800s, U.S. population doubled and city dwellers tripled.

During that time, the number of daily newspapers quadrupled and daily circulation grew six-fold as newspapers aggressively pursued readers in the expanding cities. The largest daily at the time, the New York World, had seen its circulation grow from 20,000 in 1883, when Joseph Pulitzer bought it, to 250,000 in 1887, driven by its lively news coverage, mechanical and format improvements, and cut-rate price.

Rapidly rising circulations caused publishers to be increasingly concerned about newsprint costs. There was good reason. During the Civil War, the price of newsprint had reached $442 a ton, and although by 1880 it had declined to $138 a ton with the introduction of wood pulp as a substitute for rags, that price would equal about $1,590 in today's dollars. By 1899, however, the price had dropped to $42 a ton, thanks to developments in the use of sulphite in the wood pulping process.

The last decades of the 19th century also saw rapid industrial growth. Newspapers were becoming increasingly mechanized.

It also was a time of great labor unrest. Strikes aimed at reducing the 10-hour workday took place nationwide in 1886. Many newspaper workers already had joined the labor movement. The International Typographic Union had been formed in 1852 and had affiliated with the American Federation of Labor when it was launched in 1881.

Mass production was beginning, and producers needed to advertise their wares widely. Advertising was providing a growing percentage of newspaper revenues. In 1879, circulation revenue of daily newspapers was $22 million, advertising $21 million. By 1909, circulation revenue for all newspapers was $84 million and advertising $148 million. The number of advertising agents and agencies, some of questionable reputation, was increasing, and they were demanding discounts and commissions for placing ads with newspapers.

Newspaper organizations existed at the time, but none was devoted to the business problems of newspapers. It was such an organization that Brearley proposed to form. He had the initial support of three other influential newspapermen: Jerome C. Briggs of the Ohio State Journal in Columbus, Milton A. McRae of the Cincinnati Post, and J. Ambrose Butler of the Buffalo News. They decided to call a meeting if they could get the signatures of 30 of the 211 publishers of dailies with more than 5,000 circulation. They got 80.

The executives at the first meeting represented newspapers from 13 states, the District of Columbia and Canada: 19 from New York State, five each from Michigan and Ohio, three from Indiana, two each from Massachusetts, Pennsylvania and Rhode Island, and one each from Connecticut, Delaware, Florida, Iowa, New Jersey, Wisconsin, Washington, D.C., and the province of Ontario. (ANPA attracted its first West Coast member, the San Francisco Call, in 1889.)

The newspaper executives turned first to advertising topics, including rate cutting and agent commissions. They decided to establish an office in New York City to keep members informed of advertising developments. That first office was at 104 Temple Court. Subsequently, ANPA headquarters moved

The Baltimore Sun

Turn-of-the-century newsrooms like that of The Baltimore Sun were largely white, male and pencil-and-paper operations.

several times in the city before relocating, in 1972, to Reston. The Association was governed initially by an Executive Committee, which evolved into a Board of Directors when the Association was incorporated in 1897.

Early bulletins of the Association are full of warnings about which advertising agencies to avoid and which advertisers should be required to make cash payment. Evolving legislation, a subsequent lawsuit and changes in priorities for ANPA sharply reduced the Association's role in these and related matters. The credit and collections function eventually evolved into ANPA Credit Bureau Inc., which became a separate, wholly owned subsidiary of the Association in 1975.

The early bulletins also provide evidence of ANPA as a lobbying organization from the very beginning, as members from New York state were urged to write state legislators to oppose restrictions on the sales of patent medicines.

The second topic under discussion at ANPA's inaugural meeting was newspaper labor relations. In fact, the resolution listing "objectives" of the new association included one clause that, albeit obliquely, authorized publishers to take collective action in meeting labor demands. Known as the "general welfare" clause, it set as one of the objectives of the organization: "the rendering to each other of such other assistance as may be within our power."

As early as 1889, ANPA was publishing statistics on wages. In 1890, the Association authorized the establishment of a Labor Committee.

In its early years, the Association also formed other committees, which provide a good indication of the major concerns of newspapers of that day.

The ANPA Postal Committee was established in 1892 to monitor legislation being proposed to correct perceived abuses of second-class rates. The committee endorsed rural free delivery, subsequently established in 1897.

Committees were appointed to investigate new production methods. Then, as now, the recommendations of ANPA technical committees carried considerable weight. For example, in 1893, after a committee reported that the Remington typewriter was the best on the market, 500 of the machines were ordered through ANPA's New York office.

A committee on libel law was authorized in 1893 to prepare a model libel law and get it adopted by states. A committee on copyright law was established in 1894. And, in 1897, a committee was formed to seek an end to the tariff on imported newsprint.

1900-1929

At the beginning of the period:

- Number of U.S. dailies—2,154
- Number of ANPA members—224

"What are the prospects for cheaper newspaper! To what extent is the so called paper trust responsible for the advance in the price of newspaper!"

—Topic for discussion at the ANPA's 14th Annual Meeting in 1900

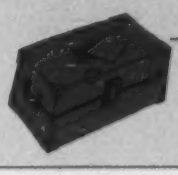
No wonder the publishers were concerned. In 1900, the cost of newsprint increased 33 percent, from $42 a ton to $56. Newspapers suspected the "paper trust."

Although the Sherman Antitrust Act had been passed in 1890, it was not vigorously enforced in its early years, and businesses continued to combine. The newsprint business was no exception. International Paper Co. was formed in 1898 and controlled 18 mills, the majority of the mills east of the

1887 **1900**

1887: ANPA founded in Rochester (left), headquarters opened in New York City

1900: Labor office started in Chicago



1911: Labor office moves to Indianapolis

Mississippi River. In 1900, General Paper Co. was formed by 26 mills in Wisconsin, Michigan and Minnesota to compete with International.

Until this time, newsprint prices had been going down, reflecting the economies of new manufacturing processes.

At the same time, U.S. daily newspapers' newsprint consumption was growing from 100,000 tons in 1880 to 569,000 in 1900, making the price of paper an increasingly important consideration.

At that 1900 ANPA Convention, a resolution was passed asking Congress to investigate newsprint prices and the paper trust. At the Convention four years later, ANPA continued to press for an investigation, this time urging President Theodore Roosevelt and his attorney general to begin an antitrust suit.

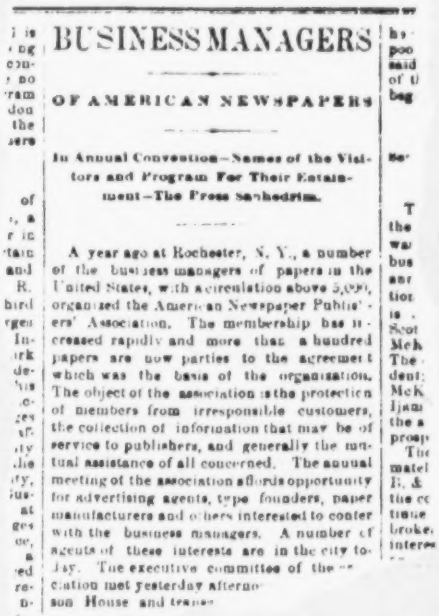
Finally, the call was heeded. The Justice Department's suit against the General Paper Co. was one of 44 instituted during Roosevelt's administration. In 1906, General Paper was found to be a combination in restraint of trade and was dissolved.

But paper problems continued to trouble the publishers. In 1907, the Association reissued its call for repeal of the tariff on newsprint. Like other imports, newsprint had become subject to the tariff imposed during the Civil War as a revenue-raising measure, but the tariff endured as a protectionist measure at the insistence of big business. The American Paper and Pulp Association, founded in 1878 as the American Paper Makers Association, argued that free entry of Canadian newsprint would hurt manufacturers.

In 1911, President William Howard Taft addressed the ANPA Convention, advocating legislation to establish a reciprocity agreement whereby newsprint would be imported free if Canada did not apply an export duty. A former reporter for The Cincinnati Times, Taft apparently was the first sitting president to address ANPA.

That bill was passed by Congress and signed by Taft later in the year. Then, in 1913, President Woodrow Wilson's first year in office, a law was enacted that removed all duties on wood pulp and newsprint. This ended the long ANPA battle and sparked an avalanche of newsprint imports from Canada. By 1926, the amount of newsprint imported from Canada exceeded that produced domestically.

Newsprint supply challenged ANPA during World War I. But an even greater concern during the war was censorship. At the 1917 Convention, ANPA voted in favor of strict but voluntary press censorship.



BUSINESS MANAGERS

OF AMERICAN NEWSPAPERS

In Annual Convention—Names of the Visitors and Program For Their Entertainment—The Press Sanhedrim.

A year ago at Rochester, N. Y., a number of the business managers of papers in the United States, with a circulation above 5,000, organized the American Newspaper Publishers' Association. The membership has increased rapidly and more than a hundred papers are now parties to the agreement which was the basis of the organization. The object of the association is the protection of members from irresponsible customers, the collection of information that may be of service to publishers, and generally the mutual assistance of all concerned. The annual meeting of the association affords opportunity for advertising agents, type founders, paper manufacturers and others interested to confer with the business managers. A number of agents of these interests are in the city today. The executive committee of the association met yesterday afternoon House and transa

The Indianapolis News carried a Page-1 report on ANPA's second annual meeting, held in that city in 1888.

At the end of World War I, the demand for advertising space exploded. At the same time, newsprint manufacturers raised the price of paper. Several drastic solutions were discussed, including one congressional proposal to exclude from the second-class mails any newspaper with more than a designated number of pages. At the 1920 ANPA Convention, a Publishers' Buying Corp. was established to buy paper for smaller publishers.

Besides newsprint issues, the Association during the first three decades of the 20th century focused on labor, postal, advertising, production and government affairs.

In 1900, a Special Standing Committee on labor relations was approved, headed by a special commissioner. The committee, with a paid staff, was to carry out the Association's policy on labor relations. That policy was one of conciliation, rather than confrontation, a tack that was in contrast to that of some other industries of the day. The first labor office was established in Chicago and moved, in 1911, to Indianapolis where the ITU, the biggest labor union in the newspaper business, was then located. Later, the office moved back to Chicago, and in 1976 it moved to The Newspaper Center. (See time-line chart, pp. 30-33.)

Postal matters continued to get attention. In 1912, a rider was attached to the Post Office appropriations bill that required publications using second-class mail to file sworn statements listing the editor, managing editor, publisher, business manager, owner, stockholders, bondholders, mortgagees or other security holders and giving the average daily circulation for the past six months. (It was this law that prompted ANPA and other trade associations to form the Audit Bureau of Circulations in 1913-14.) Publications also had to mark all matter published for a price "advertisement."

The new law, known as the "newspaper publicity law," was challenged in court, and the case went all the way to the U.S. Supreme Court. Although not the actual complainant, ANPA was the force behind the case. In 1913, the court ruled against ANPA's position, saying that the lower second-class mail rate was a privilege, not a right, and that Congress could prescribe the conditions of its use.

Advertising remained a major topic. From the first, ANPA Conventions attracted various other newspaper interests, including advertising agents. After establishing a Committee on

1930

1913: Bureau of Advertising forms as adjunct to ANPA

1926: Mechanical Department organized in New York City

1933: Labor office returns to Chicago

Albans Fachau

Executives active in ANPA around 1917 included (from left) Hilton U. Brown of the Indianapolis News, J.F. McKay of The Toronto Globe and John Stewart Bryan of the Richmond (Va.) News-Leader.

Advertising Agents in 1899, ANPA and American Association of Advertising Agencies began meeting simultaneously in 1901.

In 1913, the Bureau of Advertising was formed as an auxiliary unit of ANPA. It consolidated the Daily Newspaper Club, which had been formed by ANPA members to obtain more display advertising that they saw increasingly going to magazines, and two similar groups. Although it was under the direction of an ANPA committee, the bureau had no financial ties with ANPA and admitted non-ANPA newspapers into its membership. In 1950, the bureau became a completely separate entity, and in 1973, it was renamed the Newspaper Advertising Bureau.

ANPA established a Committee on Federal Laws in 1922, directing it "to exercise its utmost effort to maintain the freedom of the press whenever and wherever it may be threatened." The next year, it retained Elisha Hanson as its attorney and Washington representative. In 1935, Hanson became general counsel and served in that post until 1962, when he was succeeded by his son, Arthur B. (Tim) Hanson. ANPA, which had been represented by various outside legal counsel since 1897, began developing its own in-house staff of lawyers in 1978 when it began its Legal Department.

In 1925, the Convention voted to establish a Mechanical Department "with a view to improving the general production of newspapers." Mechanical conferences began in 1927. The first one was held in Harrisburg, Pa., and was attended by 80 representatives of 54 papers in 21 states. This year's ANPA/Technical Exposition and Conference is expected to draw more than 10,000 registrants.

A second Convention per year began in 1925. These events, held in the fall usually at a resort location, were halted in 1932 during the Depression.

Also begun in this period was a Traffic Department, charged with obtaining the lowest-possible transportation rates for newspapers' raw and finished products.

This was a watershed era for newspapers. The number of daily newspapers hit an all-time high of about 2,600 in 1909. ANPA budgets also grew, with receipts from dues and initiations rising to $40,000 in 1908 and $75,000 in 1918; total receipts reached $100,000 in 1918.

1930-1945

At the beginning of the period:

- Number of U.S. dailies—2,219
- Number of ANPA members—501

". . .with radio now established as a definite competitor of newspapers, it should be required to stand on its own feet and make only that development to which it is entitled on its merits."

—From the report of the Radio Committee, presented at the ANPA Convention in 1930 by Chairman Elzey Roberts of the St. Louis Star

In the 1930s, with the postwar boom over, newspapers felt the effects of the Depression and a new competitor, radio. Radio advertising revenues jumped from $4 million to $40 million between 1927 and 1929.

ANPA had established a Committee on Radio in 1923, three years after the first scheduled broadcast took place—announcing the results of the presidential election. By the early 1930s, it was clear that radio would compete with newspapers for news and advertising, and newspapers didn't want to give the competition any more help than it had to. In 1931, the ANPA Convention resolved that radio program logs published in newspapers should be handled as paid advertising.

A year later, the Association took steps to restrict news information available to radio. At that time, the ANPA Board of Directors recommended that press associations—today's wire services—should not provide news to radio before it could be published by newspapers. Furthermore, the board said radio news broadcasts should be confined to brief bulletins, which would whet audience's appetites for the full story in the newspaper. The press associations obliged.

A year later, after radio began gathering its own news, ANPA agreed to establishment of a Press-Radio Bureau whereby press associations would provide brief news summaries that radio would air without commercial sponsorship. That lasted about a year, until new press associations that were not party to the agreement began, and the older press associations sought to get out of the pact.

Of course, if newspapers considered radio the enemy, then the enemy was themselves. Newspapers were some of the earliest

1945 **1960**

1935: Strike insurance offered

1936: Mechanical research laboratory opens in Easton, Pa.

1950: Bureau of Advertising becomes separate entity

1957-58: Research laboratory becomes ANPA Research Institute; merges with ANPA Mechanical Department

owners of radio stations. In 1920, The Detroit Evening News became the first newspaper to own a radio station. In 1941, the Federal Communications Commission decided to study the "problem" of newspaper/radio cross-ownership. It determined that 249 of the 882 radio stations had some newspaper affiliation. The FCC took no action to restrict ownership at that time.

In 1975, however, the FCC issued rules prohibiting the future cross-ownership of newspapers and broadcast stations and ordered 16 "egregious," "small-market" combinations broken up. By that time, of course, television had arrived on the scene; sale of TV sets to the public began in 1939.

The advent of electronic competition caused increased emphasis to be placed on the Bureau of Advertising. In 1938, the bureau began a research project and series of publications, the Continuing Study of Newspaper Readership.

It was also a period of landmark court cases.

One involved a Minnesota law that allowed judges to suppress any publication that they determined to be a "malicious, scandalous, and defamatory newspaper, magazine, or other periodical." ANPA denounced the law and, after great internal discussion and strong dissent, came to the aid of a Minneapolis newspaper that was enjoined from publication—but ANPA criticized the publisher's odious views along the way. The case went to the Supreme Court which, in 1931, handed down a 5-4 decision in *Near v. Minnesota* that established the still-existing prohibition against prior restraint of publication.

Some ANPA gatherings of yesteryear required formal attire. Attending this mid-1940s dinner for Howard Davis, ANPA president 1932-35, were (clockwise, from left foreground) George N. Dale, David W. Howe, W.E. MacFarlane, Amon G. Carter, Walter M. Dear, S.R. Winch, F.I. Ker, J.L. Stackhouse, C.F. McCahill, ANPA General Manager Cranston Williams, E.S. Friendly, Commander James G. Stahlman, W.G. Chandler, Davis, Linwood I. Noyes, John Stewart Bryan, E.H. Butler, J.D. Barnum, William F. Schmick and ANPA General Counsel Elisha Hanson.

ANPA won another Supreme Court victory in 1936, when the high court declared unconstitutional a Louisiana tax on the advertising income of papers with more than 20,000 circulation.

The New Deal of Franklin D. Roosevelt brought newspapers increased labor problems, which in turn led to even more major court decisions.

The 1933 National Industrial Recovery Act, which gave employees the right to collective bargaining, also called for establishment of codes of fair competition for all industries. ANPA drafted the code for daily newspapers. After some modification, it was accepted by the federal government. But newspaper workers complained about the salary provisions. The dissatisfaction of editorial employees led to the formation of the American Newspaper Guild in 1933. The NIRA was declared unconstitutional in 1935.

In 1937, the activities of ANPA's Open Shop Department ended after the Newspaper Guild and the Allied Printing Trades Council of Greater New York requested a Senate investigation of the department, which had been formed in 1922 as newspapers adopted a more confrontational approach to labor problems.

Also in 1937, ANPA lost a key labor case before the Supreme Court involving the constitutionality of the 1935

1987

1963, 1971: Production Department forms in New York City and later moves to Easton

1972: ANPA moves to The Newspaper Center, Reston, Va.; boards of ANPA and ANPA/RI merge

1976: Labor office moves to The Newspaper Center

1983: Easton operations move to expanded Newspaper Center

"It was my good fortune to be at the starting gate of the newspaper production revolution. One of our first triumphs was developing the high-speed etching system. . . . We never dreamed computers would take over."
–William Dwight, ANPA Chairman 1956-58

"The greatest service ANPA performs for its members is keeping track of government plans and actions that affect the free press. In addition, it provides a clearinghouse for ideas and innovations that improve the service of the press to the public."
–D. Tennant Bryan, ANPA Chairman 1958-60

"ANPA has meant fine leadership supplied by a great staff in the cause of freedom of the press . . . the providing of up-to-date information on all matters of interest to publishers . . . and great service in mechanical and production matters."
–J. Howard Wood, ANPA Chairman 1966-68

Keeping track of finances in the New York office in 1962 were (from left) Thomas C. Fichter, now senior vice president and deputy general manager, Richard Kelleher, Charles J. Herrell and two outside auditors.

Wagner Act and its applicability to newspapers and press associations.

Among other things, the Wagner Act, also known as the National Labor Relations Act, prohibited employers from refusing to engage in collective bargaining and from interfering with employees' membership in a labor union. In 1936, the National Labor Relations Board ordered the Associated Press to reinstate a discharged employee who said he had been fired for activities relating to the American Newspaper Guild. AP took the case to court; ANPA was an amicus curiae. In 1937, the court upheld the constitutionality of the Wagner Act and said: "The publisher of a newspaper has no special immunity from the application of general laws. . . ."

The heated atmosphere further inflamed the labor situation, and soon newspapers were taking steps to protect themselves. In 1939, ANPA instituted strike insurance. In 1963, Mutual Insurance Co. Ltd. was founded at the request of ANPA members to operate the strike insurance program and to offer libel insurance.

Besides dealing with labor law, ANPA engaged in intense lobbying on other New Deal matters, including an unsuccessful effort to scuttle legislation giving the Federal Trade Commission authority to regulate unfair or misleading advertising of products in interstate commerce.

ANPA, in 1939, was a founding member of the National Council on Professional Education for Journalism (now called the Accrediting Council on Education in Journalism and Mass Communications), the journalism school accrediting body that came into being after ANPA President James G. Stahlman of the Nashville Banner criticized journalism education.

With the start of World War II, attention turned away from domestic affairs.

In 1939, as the war in Europe began, ANPA created a committee on supplies. In December 1940, the committee advised ANPA members to stock up on supplies that would be restricted by the Office of Production Management. One of those products was newsprint, and the effort to keep supplies flowing to member newspapers involved ANPA leaders in one of their strangest roles—in effect, that of government rationers.

In 1942, the War Production Board named a Newspaper Industry Advisory Committee with many ANPA leaders as members. The committee concluded that a reduction in the use of newsprint was necessary. In January 1943, the WPB told newspapers that they should use no more newprint in the first quarter of that year than they did during the first quarter of 1941, which meant an average cutback of 10 percent. Cutbacks grew each quarter until 1944.

In 1942, also after consulting with ANPA representatives, the Office of Price Administration froze the price of newsprint at $50 a ton. The price eventually rose to $84 a ton in 1946 before the OPA went out of business.

Even before the United States entered the war, ANPA was concerned about newspapers' role in covering the conflict. At the 1941 Convention, the Association resolved that while "newspapers recognize their primary obligation to further national defense in every possible manner," they "also recognize their essential duty to furnish complete and accurate information compatible with military necessities."

It asked for the "cordial consideration and cooperation" of government authorities.

Two years before the war ended, ANPA gave heightened recognition to the important role played by community newspapers. It elected its first president from a small daily, Linwood I. Noyes of the Daily Globe of Ironwood, Mich.

1946-1959

At the beginning of the period:

- Number of U.S. dailies—1,872
- Number of AN?A members—756

"Now we turn, flushed with victory, from the responsibilities of war time to the equally great responsibilities of peace time. There are many problems to be faced and difficulties to be overcome that present to us a challenge, which must be met unflinchingly with all the courage, the strength and the ability that we possess."

—From the 1946 Convention address of Arthur P. Irving of the Glens Falls (N.Y.) Post-Star and Times, program chairman

One of the challenges ANPA took on after the war was to improve newspaper production. No significant new technology had been developed since the introduction of the Linotype in 1886. The Board of Directors decided that the newspaper business would have to find and fund its own new technological breakthroughs. In 1947, the Association named a research director; two years later a research laboratory opened in Easton, Pa., with the aid of J.L. Stackhouse, publisher of the Easton Express. ANPA is the only known industrial trade association in the world that operates its own technical research and training facility.

Working hand-in-hand with suppliers to the newspaper business, the ANPA technical research staff fostered many innovations, beginning with the invention of high-speed metal engraving, which enabled newspapers to use photocomposition and cut advertising composition and makeup costs dramatically. The benefits continue to this day.

In 1957, the ANPA Research Institute merged with the Institute of Newspaper Operations, an organization established separately by a group of publishers. Until 1972, the Institute operated with a separate board of directors. In 1983, the research operations were moved to The Newspaper Center.

The postwar era, also saw ANPA and other newspaper organizations around the world founding the International Federation of Newspaper Publishers in 1948. ANPA continues to participate in that and other groups whose mission is to promote world press freedom.

In the labor area, the Taft-Hartley Act, passed in 1947 with ANPA's support, supplanted the Wagner Act and ended the closed shop. Subsequently, ANPA filed charges against the ITU with the National Labor Relations Board, which in turn charged the ITU with several violations of Taft-Hartley.

In 1955, the Antitrust Division of the U.S. Department of Justice filed suit against ANPA, the American Association of Advertising Agencies and other trade associations charging that

"As one of the 'early mavericks' on the ANPA Board, my greatest personal satisfaction was as part of the group that got Board support to move ANPA out of New York City to its own building in Reston, Va."

–Richard H. Blacklidge, ANPA Chairman 1970-72

"Without ANPA the newspaper business would not have a rudder. My fondest memory of the ANPA is all the wonderful people who worked there and the fellows who worked on all the papers who were real supporters of the 'rudder.'"

–W. Davis Taylor, ANPA Chairman 1972-74

"At a Board meeting in the mid-1970s we cut through some language suggested by lawyers and adopted revised articles of incorporation that started with the declaration that the ANPA's reason for being is 'to advance the cause of a free press.'"

–Harold W. Andersen, ANPA Chairman 1974-76

Showing stereotype plates to visitors in the mid-1950s is ANPA's Frank J. Stanczak (right), who remains a member of the technical staff today.

"My fondest ANPA memory is the result of the Search Committee that sought a new general manager in 1975 following Stanford Smith's retirement. The past 12 years have convinced me that Jerry Friedheim was a superb choice."
–Joe D. Smith Jr., ANPA Chairman 1976-78

"ANPA is the industry 'glue' that holds newspaper publishing executives together for their common benefit. The umbrella that it provides for all other specialized newspaper industry associations is a mutually beneficial one for them all."
–Allen H. Neuharth, ANPA Chairman 1978-80

"ANPA is central to the continued progress of all newspapers, large and small. On the highest level, it represents the industry and advances its interests on major issues. . . . I was honored to be the first woman to serve as head of ANPA."
–Katharine Graham, ANPA Chairman 1980-82

their practice of officially "recognizing" advertising agencies was a violation of the Sherman Antitrust Act. Newspapers relied on the ANPA's decision as to whether a company was a bona fide advertising agency in determining whether to grant it the customary commission and discount. The suit never got to trial. In 1956, ANPA and the other defendants entered into consent agreements with the government, agreeing, among other things, to cease their recognition activities.

During this period ANPA began cosponsoring, with International Circulation Managers Association, the Newspapers in the Classroom program, which continues today under the auspices of ANPA Foundation as Newspaper in Education.

All in all, especially during the eight years of Dwight D. Eisenhower's presidency, it was a calmer time for newspaper publishing. But ANPA and the newspaper business in general had used this period to place in motion many of the innovations that would lead to the explosion of activity and progress that marks the current era.

1960 *to present*

At the beginning of the period:

- Number of U.S. dailies—1,850
- Number of ANPA members—848

"How deep-rooted Government's attitude is against the people's right to know is best illustrated in a short paragraph which appeared in an Air Force manual first issued in 1955, and only recently withdrawn because of numerous protests. This is what the manual said:

'Another rather silly remark often heard concerning security is that Americans have a right to know what's going on. Most people realize the foolhardiness of such a suggestion. Keep in mind that public news media present only as much information as the government wants to release.'

"However, the fight for a freer flow of information from Government continues in both House and Senate."

—From the report of the Federal Laws Committee presented at the 1960 Convention by Chairman M.W. Armistead III of the Roanoke (Va.) Times and World-News

With the rise of "big government" (particularly federal government), the growing litigiousness of society (particularly in the libel area), and the need to streamline operations (particularly in the expensive and labor-intensive pre-press area), ANPA's challenges were clear and not a little daunting as the modern era dawned.

Although the Association had a Freedom of the Press Committee as early as 1928, recent years have seen ANPA increase its activities aimed at ensuring an open government. The Association established a Government Affairs Department in 1976, as the government and the courts increasingly threatened First Amendment rights.

It has joined with other newspaper-business organizations to strengthen access to federal government information through the Freedom of Information Act, enacted in 1966, and the Government in the Sunshine Act, enacted in 1977.

In the wake of a news blackout during the United States' invasion of Grenada in October 1983, ANPA was a leader in efforts to improve military-press relations and was instrumental in formation and periodic testing of a contingency press pool to accompany future military missions.

In 1964, the U.S. Supreme Court issued its landmark ruling in *New York Times v. Sullivan*, requiring public officials to show that the press acted with "actual malice" in order to sustain a libel judgment. In 1967, this protection was extended to cases involving public figures. In 1971, the court held that private individuals involved in matters of general and public interest also come under the actual malice test. In subsequent decisions, however, the court narrowed the media's protection in private-figure cases.

In 1978, ANPA established its Legal Department. Since 1980, the Association has filed *amicus* briefs in seven libel cases before the U.S. Supreme Court. An apparent increase in the number of libel cases and in the number of adverse decisions coming from the Supreme Court prompted ANPA and other media organizations to form the Libel Defense Resource Center in New York City in 1980. It provides a place to which media defense lawyers can turn for information and exchange of views on libel matters.

A 1969 Supreme Court decision holding that a joint operating arrangement between daily newspapers in Tucson was a violation of antitrust law thrust ANPA into a legislative fight that resulted in enactment of the Newspaper Preservation Act. That 1970 law grants limited antitrust immunity to competing newspapers for merging their production and business operations while retaining separate news and editorial voices if one is a "failing newspaper." The legislation was not supported by all newspaper interests.

The 1960s ushered in many changes to newspapers' relationship with the U.S. Postal Service. Although remaining allies in the delivery of second-class mail, they have taken opposite sides on a number of issues, particularly third-class rates.

Until 1979, third-class rates were relatively high, and

advertisers had little incentive to use the mail category's bulk-mail service. But in 1979, as the result of a major rate case, relatively low fees were established for third-class mail presorted to the carrier route. To the delight of USPS, volume soared in large part in the form of advertising preprints.

Fueling the trend in 1981 was the evolution of "shared mail," in which two or more ad preprints are united as one third-class piece. ANPA maintains that third-class rates are too low because they do not cover USPS costs to provide the service. The Association contends that first-class mail subsidizes third-class.

ANPA also played a major role in the revolution of technology that swept the newspaper business beginning in the 1960s:

- In 1961, the ANPA research staff worked to perfect the offset printing process for newspapers. The effort was aimed at improving reproduction and enabling newspapers to use new, low-cost electronic composition techniques. The Association also initiated the development of a plastic plate to replace lead stereotype plates, enabling letterpress newspapers to convert to electronic composition. The efforts resulted in getting the lead out of the newspaper business, both in the composing rooms and in the pressrooms, as Linotype machines and stereotype plates were phased out.
- In the late 1960s, ANPA led the development of computer technology for newsrooms.
- The cost of new presses prompted ANPA's work in the 1970s on new press designs, resulting in the development of a flexographic printing press for newspapers.
- Oil shortages in the 1970s spurred ANPA's development of ANPA-INK,® a non-petroleum based ink.

Technical activities were not limited to laboratory work. In 1962, the Association began offering Technical Advisory Services for member newspapers. In 1965, it established a wide range of technical training programs, and in the early 1970s, with newspapers facing new government regulations from the Federal Occupational Safety and Health Administration, the Environmental Protection Agency and others, ANPA began assembling a staff of industrial hygienists to assist newspapers with environmental matters.

At the same time it has been working to apply new technologies to the newspaper business, the Association has been looking at who else might be using new technology to newspapers' detriment—particularly in the telecommunications field.

In the past two decades, ANPA telecommunications activities have changed focus. Earlier, newspapers were concerned as users about the access to and cost of telecommunications facilities such as telegraphs and telephones. With the introduction of videotex technology, personal computers and the growth of cable television, newspapers also became concerned that these technologies could become competitors.

The Press Communications Committee, established in 1945, became the Telecommunications Committee in 1978. In 1980, ANPA established a Telecommunications Department to keep newspapers abreast of developments of interest to newspapapers.

During this period, newspapers themselves began to experiment with new telecommunications technologies. For example, an ANPA/NAB survey found that some 110 newspapers launched ventures with cable television operators between 1982 and 1984. Most of these involved providing news and advertising texts on the television screen, although some were in video format. Two major newspaper companies, The Times Mirror Co. and Knight-Ridder Inc., also conducted experiments with videotex, an electronic home-information service.

"My fondest memory of serving ANPA is the effort to devise press pool guidelines for covering military actions after the 1983 Grenada invasion. The media-wide committee that I chaired worked with the White House to get a solution."
–William C. Marcil, ANPA Chairman 1982-84

"If the adage is true that all of us are smarter than any one of us, then the unity provided by the industry's great Association brings together fine minds in a way no single individual or newspaper can to provide collective leadership."
–Richard J.V. Johnson, ANPA Chairman 1984-86

"ANPA's work for its members and for their societies in helping to 'preserve the blessings of liberty' has been and will always be our greatest challenge and our greatest contribution. Each of us can be proud to be a part of such a magnificent mission."
–Alvah H. Chapman Jr., ANPA Chairman, 1986-87

Among the first recommendations of the new Telecommunications Committee was a study to determine whether individual newspapers could use small satellite earth stations for wire service and advertising material. They could, and today they do.

ANPA has been especially vigorous during this period in attempting to make sure that telephone companies do not have an unfair competitive advantage in the emerging telecommunications field. In 1981, the ANPA Board adopted the "Diversity Principle," which provides that monopoly telephone companies should not be allowed to own or control the information that flows over their transmission facilities. In 1982, the Justice Department and AT&T settled a longstanding antitrust suit. The settlement, which required AT&T to divest its local Bell telephone companies, contained the Diversity Principle, and the effort to maintain that principle continues today.

During this period of technological change, the development of new collective bargaining strategies became increasingly important. Strike activity, arbitrations, court cases and NLRB complaints increased significantly as jurisdictional and management rights issues were tested beyond the negotiation of collective bargaining agreements. ANPA resources were directed toward providing information to help solve these challenges.

In the modern era, ANPA labor relations activities have changed, expanding to cover the total human-resource management area. What was once the Labor Department and later the Labor and Personnel Relations Department now has the

name "Human Resources," as does the corresponding ANPA committee. Today, while the Human Resources Department continues to keep close tabs on labor developments, it also maintains information on a wide range of other employee-relations issues.

Another constant concern of ANPA is newsprint. After a two-year effort by ANPA, the Treasury Department in 1965 issued a new definition of duty-free standard newsprint that allows papermakers sufficient flexibility to do such things as experiment with new and cheaper species of wood and wood substitutes.

As the price of newsprint has risen, the Association has stepped up its efforts to find an alternative to wood in the manufacture of newsprint. In 1979, the International Paper Co., in cooperation with ANPA, produced kenaf newsprint, which was tested at several daily newspapers. In 1982, a study commissioned by ANPA found that the economics could, under certain conditions, justify development of a kenaf newsprint industry in the United States. That same year, ANPA sponsored an International Kenaf Conference. Currently, efforts are being made to get the financial backing for a feasibility study and business plan for kenaf newsprint production in the United States.

As it has in the past, ANPA came to the aid of publishers at a time of tight newsprint supply in the mid 1970s. In 1974, it issued a special report on "Newsprint Conservation Methods." In 1975-1976, when newsprint mill and railroad strikes caught smaller newspapers with dwindling supplies, ANPA put these papers in touch with others willing to lend some paper.

In 1969, ANPA's Newsprint and Traffic departments merged. In addition to its traditional service of monitoring freight rates, ANPA has urged railroads to build super-cushion under-frame cars to reduce damage to newsprint in transit and encouraged "piggy-back" services (trailers on railroad flatcars) for shipment of presses.

Although ANPA relinquished much of its involvement in advertising marketing in 1950 when the Newspaper Advertising Bureau became a separate entity, the Association has continued to support efforts to make newspapers a more attractive buy for advertisers. In 1980, the ANPA Board endorsed a voluntary system of Standard Advertising Units and urged its adoption by newspapers. In 1983, the SAU® system was expanded, with ANPA's support, to include a recommended, standard six-column format for broadsheet newspapers.

ANPA also has been active in attempting to stimulate readership. In 1977, it sponsored with the NAB and 14 other organizations the Newspaper Readership Project. The six-year, $5 million-effort investigated why people do or do not read newspapers and what newspapers can do about it.

Readership concerns also are at the heart of ANPA Foundation, started in 1961 as the educational arm of the Association. Today, its major activities are:

- Expanding the Newspaper in Education program. In 1983, ANPA Foundation began, with the cosponsorship of the International Reading Association, the annual National Newspaper in Education Week.
- Improving literacy.
- Supporting and influencing journalism education.
- Encouraging minority employment in the newspaper business.
- Educating the public as to its stake in the First Amendment.

ANPA's own mission was redefined in 1975, when the Convention amended the bylaws to state as the organization's leading purpose: "To advance the cause of a free press." Members also voted to admit non-daily newspapers as members.

The Association has changed in many other ways since the mid-'70s. In 1977, a Training Services Department was established to run the three non-technical training seminars then offered by the Association: Marketing Seminar, Management Development Workshop, and Conference for Young Newspapermen. These offerings were refined and to them were added: Newspaper Training Conference in 1978; Strategic Planning Seminar in 1979; Managing People in the Circulation Department in 1979; Leadership in the Newsroom in 1981; and Promotion Managers' Workshop in 1981. In addition, the Training Department has conducted a number of special training sessions.

In 1979, **presstime** was launched as the monthly journal of ANPA, replacing a variety of specialized bulletins, some of which dated to ANPA's earliest years. The magazine fulfills one of the Association's chief objectives—"to widely disseminate information to and about the newspaper business."

"Today's ANPA is an organization that our founding fathers in Rochester could hardly have imagined—with a membership of 1,389 newspapers, a staff of 164, a budget of $14 million, an efficient headquarters building 25 miles from the U.S. Capitol, and influence that is felt throughout North America and the world," says ANPA Chairman and President Alvah H. Chapman Jr.

"For our part, we can only dream of the shape of the ANPA of the future," he says. "One thing is certain, however. As has been the case since the beginning, ANPA's every activity will be guided by one simple goal: 'To advance the cause of a free press.' " □

ANPA directors attending the fall 1970 groundbreaking for The Newspaper Center were (from left, foreground) James L. Knight, Harold W. Andersen, Chairman Richard H. Blacklidge, W. Davis Taylor, General Manager Stanford Smith, Allen H. Neuharth, David K. Gottlieb and Richard C. Steele; (back row from left) Otis Chandler, M.W. Armistead III (obscured), Joe D. Smith Jr., Charles H. Peters, Peter B. Clark and Len H. Small.

Newspapering . . . Why Bother?

BY JERRY W. FRIEDHEIM

A centennial observance is a good time for us to ask ourselves why newspaper people bother to do what they do; and whether what they do matters anyway.

Jerry W. Friedheim

We do bother, of course, because newspapering in all its facets is a vibrant, exciting business filled with talented, thoughtful people dedicated to helping make progress possible.

Newspapering plants its feet on past wisdom and current reality, keeps its wits about it, and focuses on the future.

It's an alerting, involving and informing medium with a scope ranging from courthouse reporting and ad sales to telecommunications researching and satellite transmission.

It's bawdy and bustling. It's intense and innovative. It affects masses. It cherishes individuals.

We sit right in the middle of the information explosion, working hard to serve information consumers so well that at every step of the future's way the information society will remain a free society.

And will our society need us in the future?

Sure. It will need us:

- As a watchdog on government
- As a beacon in a murky world
- As a marketing voice for goods and services
- As a source of entertainment
- As a flagger of the important and the unpredictable
- As a vehicle for sharing the common knowledge that fashions community interest and understanding.

But is all that excitement and challenge enough reason for us to bother?

No, the primary reason is simply because good newspapers matter.

They matter to democracy and to open, enlightened government.

They matter to safety, justice and equality.

They matter to the pursuit of happiness; to the blessings of liberty.

The point is: A strong, free press and a strong, free country are inseparable. You can't have one without the other. No society ever has; none will.

A free press cannot exist in anarchy; it requires social order.

And tyranny cannot exist with a free press operating.

Only we North Americans and a small number of our close allies and friends in this world enjoy a free press; only our societies are what we would call free; only our citizens have real individual liberties.

And that's why newspaper people bother. Because newspapering matters. Newspapers matter.

Friedheim is ANPA executive vice president and general manager, and publisher of **presstime**.

Two former ANPA general managers reminisce. See Essay, p. 56.

ANPA Elected Leaders

William Singerly, Philadelphia Record	1887-1889
James W. Scott, Chicago Herald	1889-1895
Chas. W. Knapp, St. Louis Republic	1895-1899
S. M. Kauffmann, Washington Star	1899-1902
Chas. M. Taylor Jr., Boston Globe	1902-1905
S. S. Rogers, Chicago News	1905-1907
Herman Ridder, New York Staats Zeitung	1907-1911
Bruce Haldeman, Louisville Courier-Journal	1911-1912
Elbert H. Baker, Cleveland Plain Dealer	1912-1914
H. L. Bridgman, Brooklyn Standard-Union	1914-1916
H. L. Rogers, Chicago News	1916-1918
F. P. Glass, Birmingham News	1918-1920
T. R. Williams, Pittsburgh Press	1920-1922
Paul Patterson, Baltimore Sun	1922-1924
S. E. Thomason, Chicago Tribune	1924-1926
John Stewart Bryan, Richmond (Va.) News-Leader	1926-1928
Edward H. Butler, Buffalo Evening News	1928-1930
Harry Chandler, Los Angeles Times	1930-1932
Howard Davis, New York Herald Tribune	1932-1935
Jerome D. Barnum, Syracuse Post-Standard	1935-1937
James G. Stahlman, Nashville Banner	1937-1939
John S. McCarrens, Cleveland Plain Dealer	1939-1941
Walter M. Dear, Jersey City Journal	1941-1943
Linwood I. Noyes, Ironwood (Mich.) Globe	1943-1945
William G. Chandler, Scripps-Howard Newspapers	1945-1947
David W. Howe, Burlington (Vt.) Free Press	1947-1949
Edwin S. Friendly, New York Sun and New York World-Telegram & Sun	1949-1951
Charles F. McCahill, Cleveland News	1951-1953
George C. Biggers, Atlanta Journal and Constitution	1953-1954
Richard W. Slocum, Philadelphia Bulletin	1954-1956
William Dwight, Holyoke (Mass.) Transcript-Telegram	1956-1958
D. Tennant Bryan, Richmond (Va.) News-Leader and Times-Dispatch	1958-1960
Mark Ferree, Scripps-Howard Newspapers	1960-1962
Irwin Maier, Milwaukee Journal and Sentinel	1962-1964
Gene Robb, Albany (N.Y.) Times-Union and Knickerbocker News	1964-1966
J. Howard Wood, Chicago Tribune	1966-1968
William F. Schmick Jr., Baltimore Sun	1968-1970
Richard H. Blacklidge, Kokomo (Ind.) Tribune	1970-1972
W. Davis Taylor, Boston Globe	1972-1974
Harold W. Andersen, Omaha World-Herald	1974-1976
Joe D. Smith Jr., Alexandria (La.) Daily Town Talk	1976-1978
Allen H. Neuharth, Gannett Co.	1978-1980
Katharine Graham, Washington Post Co.	1980-1982
William C. Marcil, Fargo (N.D.) Forum	1982-1984
Richard J.V. Johnson, Houston Chronicle	1984-1986
Alvah H. Chapman Jr., Knight-Ridder Inc.	1986-1987

Association Managers

James S. Metcalfe	1887-1889	Lincoln P. Palmer	1905-1939
G. M. Brennan	1889-1891	Cranston Williams	1939-1960
L. L. Morgan	1891-1892	Stanford Smith	1960-1974
William C. Bryant	1892-1905	Jerry W. Friedheim	1975-

FRONT-END SYSTEMS

Despite competition from personal computers, larger machines still are needed to handle many jobs in the newspaper business—at least for now

BY ROSALIND C. TRUITT
presstime technical writer

(Editor's note: This article is the third in a four-part series on new electronic prepress technologies and how they are transforming the newspaper business.)

Is the big newspaper front-end system a dinosaur of the high-tech era?

Hailed as a marvel a scant 15 years ago, the familiar system of "dumb" video display terminals tied to a central computer may not survive the personal computer revolution, some experts say.

"Intelligent," compact personal computers are less expensive, generally easier to operate and in some cases more versatile than front-end systems, and some PCs offer speed and data-storage capabilities approaching those of smaller front ends [presstime, April 1987, p. 18].

"I don't see much need for front-end systems in the future," says Jules S. Tewlow, director/special projects for Lee Enterprises Inc., who as a member of ANPA's technical staff in the 1960s helped adapt computer technology for word processing and other uses at newspapers.

But despite the competition from personal computers, the majority of newspaper executives interviewed for this article say it is too early to classify the front-end behemoth as a species whose extinction is near.

Those same newspaper executives as well as vendors interviewed by presstime believe these so-called "dedicated" systems have a number of years of life left in them before their skeletal parts are consigned to museums. They point out that:

- Large to medium-size newspapers process so much data and must keep track of it on so many different levels that a mass storage device known as a central file server, acting as a kind traffic cop routing data between multiple work stations, will probably be necessary for the foreseeable future.
- Although some newspaper executives like the idea of assembling a system with off-the-shelf PC hardware and software, others say they don't want to be in that position. They see the major front-end suppliers as being better equipped to deliver the technology newspapers will need in the future.
- Although there are exceptions, in most cases it is difficult to "network" more than 30 personal computers.
- Suppliers of front-end systems are working out configurations that allow for the use of personal computers within the systems they market. Such arrangements give newspapers the ability to route large amounts of information to a number of VDTs through a front-end system while using less expensive personal computers as writers' individual work stations.

"Newspapers' needs have changed, and front ends have changed," observes Tewlow. "In the beginning, newspapers had zero sophistication in terms of understanding how computers worked so they needed systems vendors to provide bundled, packaged systems."

Now, he says, many newspapers can approach the purchase of a computer system much the way one would travel down a cafeteria line: selecting the best components from a variety of sources.

Many newspaper executives find themselves in just such a line these days. Some newspapers have 10-year-old front-end systems, although on average such systems last only five to seven years, according to John W. Iobst, ANPA research manager/computer applications.

That being the case, a number of newspaper computer experts or business managers are preparing to replace systems with the latest generation of computers—either with a new front-end system, with a PC system or with a combination of the two.

Nowadays, about a dozen vendors manufacture newspaper front-end systems. Their ranks have dwindled because of competition and consolidation, and those remaining in the field are trying to adapt to the changing marketplace.

"We're not eternal optimists. We see the tide turning," says Stephen E. Nilan, director of marketing for System Integrators Inc., a Sacramento firm that has installed more than 180 front-end systems, primarily at larger newspapers.

SII and several other vendors have expanded in recent months into the area of PC publishing systems.

Craig Bogan, Copley Los Angeles Newspapers

West (left) and Box discuss capabilities of front-end system serving three Copley newspapers.

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Moreover, staff reductions and other expense controls are making the front-end vendors leaner and better able to take on future challenges, their executives say.

That should be welcome news to publishers, says G. Michael Jones, director of information systems for Knight-Ridder Inc. "It is a major concern whether the traditional front-end suppliers will remain viable in this new environment," Jones says. They are needed, he adds, to continue working on the technology that ultimately will lead to newspapers that are produced totally by electronic means.

The ranks of front-end manufacturers have dwindled because of competition and consolidation, and those remaining in the field are trying to adapt to the changing marketplace.

SHIFTS IN STRATEGY. Vendors of large systems are following a variety of marketing game plans to adapt to the new environment. Nearly all are helping clients work personal computers into front-end systems, substituting an "intelligent" PC for a "dumb" VDT where appropriate. Other vendors are plunging directly into the PC field.

That's not to say the large-system vendors have embraced the personal computer to the exclusion of their own products. The companies maintain that their front ends remain superior to PCs—able to store more information, more secure, more durable, engineered more specifically for newspaper uses. They regard the PC as a component to be integrated into their own product lines, not as a replacement for mainframe systems, particularly for newspapers with circulations of 30,000 or more.

System Integrators is a good example of a company adapting to the changing market. It sells front-end systems with from 32 to 700 VDTs. Last year it acquired desktop-publishing vendor Cadex, so now SII markets PCs as well as front ends.

Front-end vendors also are beginning to target markets beyond newspapers.

Although newspapers account for about 95 percent of System Integrators' business, Nilan says the firm knows not all newspapers are interested these days in the kind of customized systems his company can provide. Thus his firm is seeking customers in other areas, such as the technical-publishing field.

"Newspapers have always been our business, and they're still important to us, but newspapers have awakened to PCs and they realize there are some generic solutions out there they can use. For that reason, they don't have the kind of loyalty to dedicated newspaper vendors that they once had," he says. "There's an opening up of attitudes of newspapers, and they're willing to accept less sophisticated solutions and adapt them to make them work."

Timothy Flaherty, vice president/marketing for Crosfield Data Systems, a division of Crosfield Electronics Ltd., says the parent firm recognized about two years ago that personal computers were beginning to make serious inroads at newspapers.

"Editors pick up a computer magazine and see where they can buy personal computers for about $2,000 each while they see the (front-end) vendor selling work stations for $6,000 to $7,000 or more. They also see they can run standard hardware off the shelf a lot cheaper than specially designed hardware, so they buy it. What often happens, though, is they find the cheaper models don't have the kind of resolution they're used to," Flaherty says.

To assist customers who want the power of a larger system and the flexibility of stand-alone machines, Crosfield works with customers to see how PCs can be used, usually within the framework of the larger, existing system.

Another front-end vendor, Digital Equipment Corp., is re-emphasizing the newspaper business after broadening its market base in recent years.

DEC believes it can preserve its share of the market by concentrating on newspapers and making its equipment the central link that ties together its computers and electronic prepress elements from other companies.

In order to do that, the company is expanding its product line. The company has manufactured its VAX minicomputers for about nine years. Earlier this year, DEC announced a new system that links four VAX minicomputers into one, a move the company says gives the four VAXs the computing power and speed of the mainframes offered by other companies, such as International Business Machines Corp.

In addition to linking those four, DEC also introduced the Micro VAX 2000 computer that can stand alone or support up to four directly connected users or 16 users in a network. With 32 bits of memory it is compatible with larger VAX computers, long an industry standard for minicomputers.

Robert J. Farquhar, DEC's director of media industry marketing and a former

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See Dick Hare at ANPA Convention

Front-end terminals are getting easier to use, the vendors say. Emphasis is on one-stroke commands, interactive directories or "menus," and keyboard keys for which users can program an individual use.

newspaper managing editor, says the new products enable the company to provide computer systems to newspapers of all sizes.

Compugraphic Corp. is another front-end vendor that has discovered the merits of PCs. Last year, it introduced the Intrepid II, a PC-based text-editing and classified system for newspapers. Stephen Dupree, senior marketing manager, says that in doing so, the company is responding to customer sentiments that large systems are costly to maintain and do not always perform as advertised.

"Basically, newspaper customers are saying they want more functionality at a lower cost," Dupree says. "Newspapers already have systems, and they know what they will and will not do. (Newspaper) buyers are more sophisticated now than they were in 1973. They don't just accept everything they are told."

He believes that is why newspapers were quick to see personal computers made sense for some applications.

On the other hand, Dupree says not all newspapers are ready to discard a system that is performing adequately. Thus, the Intrepid II system was designed to run in a network with existing computer systems.

Atex Inc., which together with Eikonix Corp. form Eastman Kodak's electronic pre-press business, also endorses using personal computers in conjunction with front ends "where it makes sense, primarily as remote units," says Allen P. Carney, director of systems marketing.

However, he says, the company still thinks its VDT system is more cost-effective in the long run and allows for easier connection of remote terminals to the mainframe computer.

"What we (Atex) have today is a mature, proprietary system capable of performing a variety of functions and with an excellent response," Carney says. "I have seen some PC networks with good performance in a variety of functions, but they have some built-in liabilities that are not at all trivial."

The "liabilities," he says, include queues that have been known to purge themselves accidentally of text. "I question whether a newspaper such as The New York Times would accept an editorial solution that didn't include a centralized database for all files."

ENHANCEMENTS MADE. Although the front-end vendors find themselves spending a lot of time these days defending their products against the PC onslaught, that's not the sole focus of their energies.

Operating under the philosophy that the best defense is a strong offense, the companies continue research and development efforts, adding even more "bells and whistles" to their systems.

Front-end terminals are getting easier to use, the vendors say. The emphasis is on one-stroke commands, interactive directories or "menus," and keyboard keys for which users can program an individual use. Split screens that allow the simultaneous viewing of two or more files are now standard, and the screens themselves are easier to read and are available in larger sizes.

Front-end companies and newspapers say response times are faster, even when there is a huge demand on a computer system such as on a Friday afternoon when large numbers of classifieds are processed for the Sunday edition.

Pagination continues to be a central focus of the research-and-development efforts of front-end vendors, who claim their large systems are better suited to offer the integration necessary to combine text and graphics.

Walter R. Schudel, marketing director for Crosfield Electronics, observes that editorial systems, typesetters and platemakers once performed in their own orbits. That is no longer the case, and he believes the necessity for integration of various electronic components points to the need for a front-end or host system.

"A coherent, centralized approach obviously will make it easier for all the various factions . . . (to) come together," Schudel says.

Crosfield last year acquired Hastech Inc., a front-end and pagination vendor that caters to small and medium-size newspapers, and Composition Systems Inc., a supplier of systems with 50 or more terminals. This move enables Crosfield to offer front-end systems as well as color and graphics equipment for a total pre-press product.

Digital Equipment also believes in the necessity for integration. But rather than integrate within a company, DEC says it wants to serve as the "integrator" for the systems of various companies.

DEC's Farquhar says the company has made an effort in recent years to talk with newspaper editors to find out what they want in a system. And the one thing many

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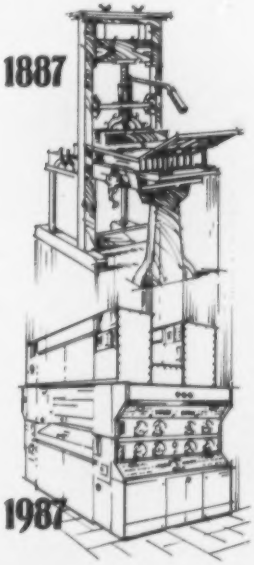

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of them want is integration of products.

"The industry is looking for leadership to integrate pagination capabilities for editorial use, to integrate display advertising with classified, (and) the circulation department with the mailroom. At present, those various departments can't talk with each other, and they should. Networking is more than just connecting computers. It would be valuable for various departments to share information," he says.

To accomplish that end, DEC is advocating an "open architecture" for equipment that would allow standardized equipment to be developed. "Architecture" refers to the way hardware and software are constructed. "We want to be the glue that holds everything together," Farquhar says.

In other research-and-development efforts, SII is trying to come up with a distributive operating system that Nilan says would be the "backbone" for a large-scale operating system. As envisioned, the system would store data in several different locations rather than in one central unit—enhancing speed and reducing the danger of losing information in a computer snafu.

The vendors also are working to prevent system-wide crashes, which in the best of situations slow down production and in worst-case scenarios result in lost copy. The equipment being manufactured is increasingly "fault tolerant," they say, and redundant connections to central processing units are protecting important information.

PURCHASES CONTINUE. The vendors continue research and development because they believe a market remains for their products. And, indeed, newspapers continue to purchase front-end systems.

In recent months, for example, SII has sold a 90-terminal editorial/classified advertising system to the Vindicator in Youngstown, Ohio, and a similar system with 110 terminals to The Bakersfield Californian.

The Evansville (Ind.) Press and The Evansville Courier will share a 40-terminal Atex Series 6 editorial system. Another recent Atex buyer is The Jersey Journal of Jersey City, N.J., which chose a 42-terminal system for editorial and advertising use.

Large systems are also being purchased to support the editorial and advertising needs of a group of smaller publications that independently wouldn't need such an elaborate system.

Three Copley Newspapers in California —the Daily Breeze of Torrance, the Outlook of Santa Monica and the News-Pilot of San Pedro, all of which are printed in Torrance—are sharing a 192-terminal SII editorial and classified advertising system.

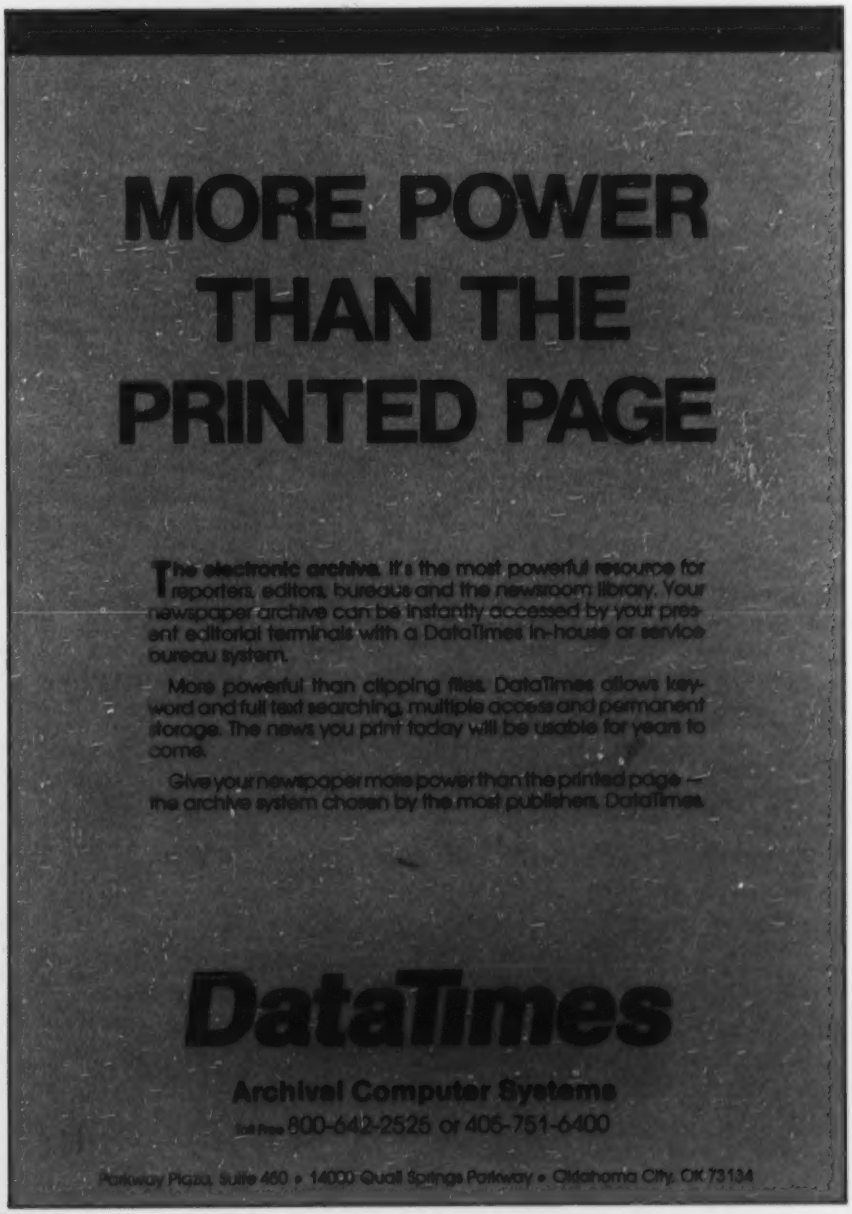
Roland B. West, manager of information systems for the three newspapers, says that logistically, one system for the three newspapers made sense. The system coordinates data between the Santa Monica and San Pedro locations and Torrance and also keeps track of which stories go into which newspapers.

"We've been very pleased with the new system so far. It's functioned beautifully," says James M. Box, editor of the three newspapers. Since its installation late last year, "response time has been very high even on our high-volume days."

Personal computers are used in one of the newspapers' remote bureaus as well as in business, circulation and other departments.

Whether a newspaper chooses to go the route chosen by the Copley papers is an individual decision made according to individual needs, of course.

But James D. Hitchman, vice president/production of Ottaway Newspapers Inc., observes that the heightened competition between front-end vendors and personal computer manufacturers is healthy for the newspaper business. It encourages both ies to keep improving their products and ultimately will lead to the all-electronic newspaper many editors want, he says. □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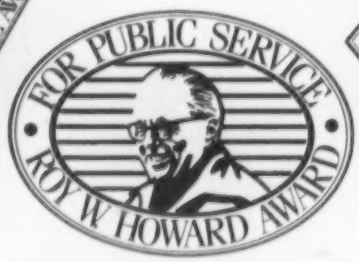


The Scripps Howard Foundation honors the commitment to excellence with its 1986 national journalism awards. An independent panel of judges, among the most distinguished journalists in America, selected the winners. The awards and winners are:

The Ernie Pyle Award for human interest writing: Greta Tilley, Greensboro (N.C.) News & Record.

The Walker Stone Award for editorial writing: Mary Cantwell, The New York Times, for eloquent editorials on various topics.

The Edward Willis Scripps Award for service to the First Amendment: The Indianapolis News for determined reporting and legal action that opened the decision-making process of the Indianapolis City-County Council to public scrutiny.

The Charles E. Scripps Awards for efforts to combat illiteracy: El Paso Herald-Post (newspaper division) for its "Year of the Printed Word" literacy project, and WXYZ-TV, Detroit (broadcast division) for extraordinary effort in instructional programming for illiterates.

The Roy W. Howard Awards for public service: The Pittsburgh Press (over 100,000 circulation) for detailing medical and addiction problems among commercial airline pilots, and The Ledger, Lakeland, Fla. (under 100,000 circulation) for an investigation leading to the ouster of a county sheriff.

The Charles M. Schulz Award for most promising cartoonist: V. Gene Myers, Glen Ridge, N.J.

The Edward J. Meeman Awards for conservation journalism. The Seattle Times (over 100,000 circulation) for exposing safety and security problems in nuclear weapons production, and The Morning Advocate, Baton Rouge, La. (under 100,000 circulation) for its series "Vanishing Wetlands."

The Jack R. Howard Awards for broadcast public service: WXFL-TV, Tampa (television, large markets) for a documentary on the breakdown of a healthcare delivery service; WBRZ-TV, Baton Rouge, La. (television, small markets) for its report on irregularities in awarding minority road development contracts; KMOX, St. Louis (radio division, large markets) for its documentary on how medical incompetence is covered up; and WJYY, Concord, N.H. (radio division, small markets) for reaction coverage of the Challenger disaster.

SCRIPPS HOWARD FOUNDATION

COMMITTED TO EXCELLENCE

A Twist To The Usual Organization Chart

Four daily newspapers have put their editors in charge of circulation in an effort to make them more aware of who their readers are

BY GENE GOLTZ
presstime staff writer

At least four daily newspapers in the United States have editors who are in charge of the circulation department as well as the newsroom. The intent is to make the editors more cognizant of who their readers are.

The newspapers are two owned by Lee Enterprises Inc.—the Decatur (Ill.) Herald and Review (morning, circulation 45,300) and The Billings (Mont.) Gazette (morning, 57,620); and two owned by Knight-Ridder Inc.—The Philadelphia Inquirer (morning, 504,946) and the Philadelphia Daily News (evening, 252,150).

Editors and publishers at all four say the system means a lot of extra work for the editor, and that it probably would not be suitable for every newspaper. But they also say it can be an effective twist to the traditional organization chart at a newspaper.

For example, Editor Richard J. Wesnick says The Billings Gazette increases single-copy readership through constant communication with the circulation department.

He says he confers with the circulation department almost every day.

"In some instances where we have an opportunity to promote a story of particular interest in a circulation area, we've bought radio time in outlying towns," Wesnick says. "We have seen increases of 300 to 500 single copies (some days) as a result."

Circulation at all four newspapers has shown a slight but steady decline in recent years. The editors say, however, that the declines are due to the economy and other factors that cannot be arrested by the combined circulation-editorial system.

The first of the four papers to adopt the system was the Decatur Herald and Review in 1984 when Publisher Wayne E. Schile told his editor, Thomas L. Blount, he thought Blount's salary ought to be based partly on circulation figures. Blount, who always had been interested in circulation, replied that if he were to be responsible for it, "I wanted a lot more control over circulation than I had."

Two years after Schile started the editor-circulator system in Decatur, he moved to Billings and installed it at the Gazette.

Blount says that under the editor-in-charge system, Decatur's news and circulation departments, while not combined, work much closer together than is the industry norm. On the day he was interviewed by presstime, for example, he had scheduled a two-hour meeting between newsroom and circulation supervisors to talk about subscriber retention.

Editor Stalberg says he devotes at least half his time to circulation.

In both Decatur and Billings, a circulation representative sits in on the daily story conference. The circulation department representative is asked which story is likely to be most important for readers in a particular zone, and promotion "teasers" are planned accordingly.

At the two Lee papers, the circulation manager reports to the editor, enabling the editor to keep track of circulation matters. But the nuts-and-bolts aspects of distribution are left to the circulation manager.

In Philadelphia, on the other hand, the editors have been taking more of a hands-on approach since circulation was put under their purview last September.

For example, Inquirer Executive Editor Eugene L. Roberts, who is also president of Philadelphia Newspapers Inc., goes out into the circulation field offices and meets with district managers, supervisors and individual carriers. "He has worked his way through every aspect of the circulation department to date," says Arthur W. Howe, circulation marketing manager for the Inquirer.

Zachary Stalberg, senior vice president and editor of the Daily News, says he probably spends at least 50 percent of his working day on circulation matters. He says he would not be able to handle both circulation and editorial without capable subordinates in both departments who take on much of the burden.

The combined-job system works well, he says, because the Daily News is a tabloid with 75-percent street sales, and editors there always have had to consider what stories would sell on the street.

100

And still making headlines.

Congratulations ANPA on your 100th birthday...
It's been a century of progress for newspapering, and the ANPA has always managed to stay ahead of the times. We appreciate that kind of forward thinking at Paddock Publications. We're 115-years-old ourselves. But you'd never know it by looking at the new "reader friendly" Daily Herald. Bright, colorful, inviting, it's setting the pace for a whole new generation of newspaper publishing. Best wishes ANPA and take heart–you can be well past 100 and still turn a lot of heads.

"We've always made editorial decisions on getting the reader's attention," Stalberg says. The paper regularly posts circulation figures on the newsroom bulletin board. "It's almost a measure of how well you've done that day," he says.

Sam S. McKeel, publisher of the Philadelphia dailies and chairman of PNI, says it was a "short and natural step" to have the editors turn their attention to circulation. At the same time, he says the system at the Philadelphia dailies is still evolving.

For example, major circulation problems have taken what McKeel calls an inordinate amount of the editors' time. The problems resulted largely from installation of new equipment in the mailroom and loading docks [**presstime**, April 1987, p. 64].

In addition, the newspapers' circulation zoning structures were rearranged, with several neighborhood zones added. "It made the whole delivery and packaging problem complex," McKeel says. Roberts and Stalberg have had to do "an awful lot of direct circulation management."

Breaking down departmental barriers and making newsrooms more sensitive to reader interests were hallmarks of the 1976-83 Newspaper Readership Project sponsored by 16 newspaper associations [**presstime**, April 1983, p. 4]. However, executives at Lee and in Philadelphia say they arrived at their systems independently and that the NRP had little or no effect on their decision to correlate circulation with editorial.

The newspapers arrived at their systems independently, and the 1976-83 Newspaper Readership Project had little or no effect on their decision to correlate circulation with editorial.

Whether other newspapers may decide to adopt such a setup is unclear.

Although no plans are afoot to adopt the editor-circulator system at other Lee newspapers, the company's director of circulation, Steve Miller, says "it does merit consideration" by any newspaper.

Some editors, such as Bill Kovach of the Atlanta Journal and Constitution, question the advisability of the two-hat arrangement. "It would be a superhuman job trying to do both. Even if you delegated a lot of the authority," he says, "just trying to stay on top of the issues would be an enormous job."

But Michael G. Gartner, editor of The Courier-Journal in Louisville and immediate past president of the American Society of Newspaper Editors, takes a more positive view. "I think if an editor is good and smart, of course he could run circulation, too," he says. "It's not necessarily two full-time jobs. You assign responsibility; you delegate authority." □

FROM WASHINGTON . . .

"As a patient, I'd sometimes like to be able to read my prescriptions. So would a lot of pharmacists.

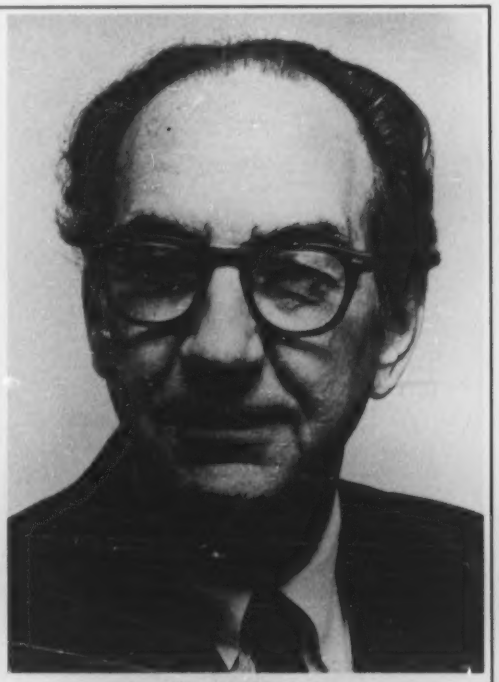
"Pharmacists, nurses and other doctors have been complaining about some doctors' bad handwriting for decades. Last year Georgetown University Drs. Karen White and John Beary got tired of trying to read patients' charts for a quality-assurance study they were doing, so they made a survey to assess the overall legibility of their hospital's records.

"They randomly selected 50 sets of notes written by attending physicians and residents caring for internal-medicine outpatients. Each set of notes was then independently judged by two physicians.

"Sixteen percent of all that was written was illegible, on the average. A full 52 percent of the text in one report was impossible to decipher. On the average, little more than half the reports were generally 'comprehensible.' Eight out of 10 doctors' signatures were illegible.

"In a letter to The New England Journal of Medicine, White and Beary concluded that 'a considerable portion of most handwritten medical records are illegible. . . . The price we pay for illegibility includes lower quality of care, a waste of professional time, potential legal problems and a waste of resources in duplicating data' that can't be read."

—By Victor Cohn of *The Washington Post*



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THE $10,000 1987 EUGENE C. PULLIAM FELLOWSHIP EDITORIAL WRITING AWARD

The Sigma Delta Chi Foundation is pleased to announce the 1987 Pulliam Fellowship, which honors an editorial writer by helping to broaden journalistic horizons and knowledge of the world.

The $10,000 award will be used by the recipient to study in a field of interest, to travel either in the United States or abroad, or both. The Fellowship is designed to increase the writer's understanding so that he or she might better serve the reading public.

The 1986 recipient was Jonathan Freedman of The Tribune, San Diego, California.

To qualify for the Fellowship, applicants must have at least three years of full-time editorial writing experience.

Each applicant must submit: 1) A personal biography; 2) A summary of professional experience; 3) Five samples of editorials or editorial series; 4) Your plans for using the award; 5) A letter of endorsement from your employer.

Send your application to: Pulliam Fellowship, Sigma Delta Chi Foundation, 53 W. Jackson Blvd., Suite 731, Chicago, IL 60604. Deadline for entries is September 4, 1987.

The Fellowship honors the memory of Eugene C. Pulliam (1889-1975), who was publisher of The Arizona Republic, The Phoenix Gazette, The Indianapolis Star, The Indianapolis News, The Muncie Star, The Muncie Press and The Vincennes Sun-Commercial. He was also one of the founders of Sigma Delta Chi in 1909.

The award is made possible through a grant from Mrs. Eugene C. Pulliam.

SIGMA DELTA CHI FOUNDATION

George W. Wilson

Small-city newspaper executive has national clout

BY MARGARET GENOVESE
presstime staff writer

The Concord (N.H.) Monitor is a small newspaper (circulation 21,479) in a small city (population 30,902) that has made a big splash in national newspaper circles recently.

Its editor was named Editor of the Year in December by the National Press Foundation. One of its reporters made headlines in January when he refused to testify in a murder trial. The newspaper itself is involved in a pending federal court case that will decide whether reporters are "professionals" under the Fair Labor Standards Act.

And this month, its president will be nominated to become chairman and president of ANPA.

George W. Wilson says he decided long ago that "it really isn't necessary to seek out a larger arena to sample some of the pleasures and delights—and the disappointments—that journalism offers. I thought that if I stayed in one small newspaper in a small city and worked hard at it, as time passed I might see most of those things pass through this community."

Although Wilson has made his name in the newspaper business in New England, he was born in Norfolk, Va., and raised in Aiken, S.C.

Wilson first experienced New England living as an undergraduate at Harvard University. To earn enough money to continue his education, he took a three-year break after his sophomore year and went to Washington, D.C., where he worked during the day in the U.S. Senate mailroom and at night as an auditor at a hotel.

Toward the end of the three years, Wilson secured a job—as a "copy girl," he says—in what was then the women's department at The Washington Post. He later moved to the city desk as "copy boy."

While in Washington, Wilson met his wife-to-be, Marily Dwight, whose family owned the Transcript-Telegram in Holyoke, Mass., and a half-interest in the Greenfield (Mass.) Recorder. After their marriage and his 1962 graduation from Harvard with a degree in American government, Wilson went to Concord, where the Dwights had purchased the Monitor the year before.

His initial job was advertising sales, but

Wilson says, "whenever I got a spare moment, I wrote news stories and took photographs." Even as he assumed more and more management responsibilities, he gravitated toward news. He even figured a way to cover the 1964 and 1968 political conventions, as a stringer for NBC News.

By 1968, he was general manager of the Monitor. In 1974, he attended the Harvard Graduate School of Business Administration's Program for Management Development, and later that year was named publisher and president of the Monitor. He relinquished the title of publisher earlier this year but remains president.

Wilson also serves as president and chief executive officer of Newspapers of New England Inc., the umbrella company formed by the family in 1978. Since then, the company has expanded its holdings, assuming complete control of the Greenfield daily and purchasing a fourth daily, the Valley News in Lebanon, N.H. Last year, it established a weekly newspaper division, purchasing weeklies in Peterborough, N.H., and in Mansfield and Sharon, Mass.

Of all the publishers he knows in the Northeast, says K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., "George Wilson is the best there is, period."

Wilson is a "scrapper," says Low, pointing to the two court cases in which the newspaper has recently been involved.

As he looks forward to assuming his new ANPA role, Wilson says the newspaper business' biggest challenge is to maintain the "national treasure" that is newspapers' reporting capability. "Anything that can be done to transfer resources from the more mechanical aspects of our operations to improving our news-gathering and reporting functions are matters of highest priority."

When he takes the gavel at the end of ANPA's 100th Anniversary Convention in New York City, among those in attendance will be Wilson's father-in-law, William Dwight Sr., 83, who was ANPA president in 1956-58.

The Wilsons have three children: a daughter who is a reporter for the Associated Press in Nashville, a son who recently graduated from college, and a daughter who is a college sophomore.

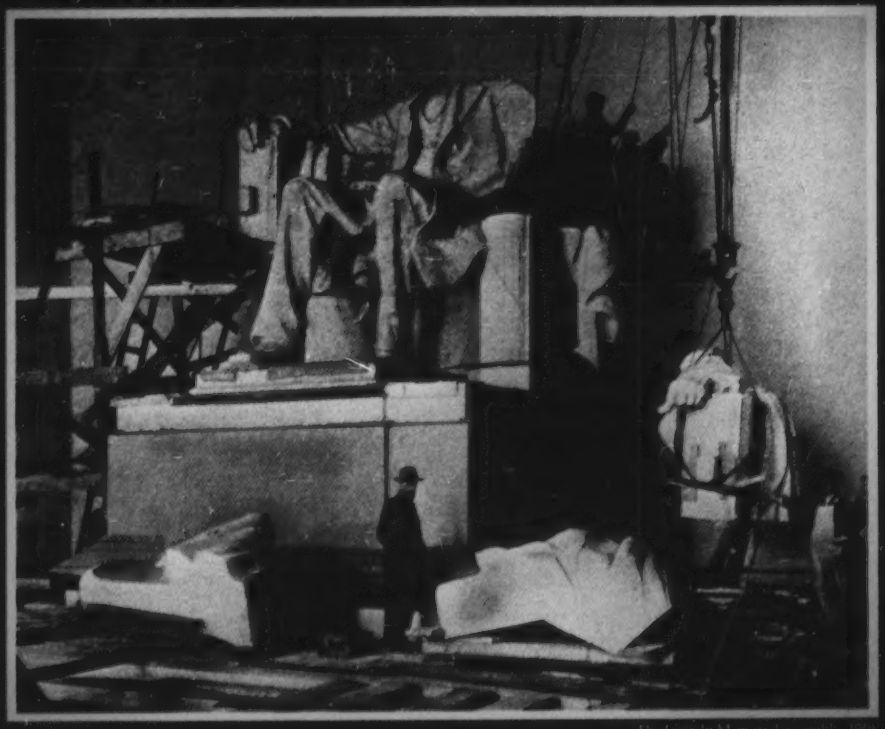
A three-sport athlete in high school, Wilson, 50, has a wide variety of interests outside the family business, among them, hiking, sailing, tennis and scuba diving.

He also serves as a director of The Washington Post Co. Wilson says he feels "right at home" in his visits to the Post.

"There's all the world of difference between a metropolitan daily like The Washington Post and a community newspaper like the Concord Monitor, and for all those differences, the similarities are astounding. . . . We really deal with the same kinds of challenges and the same kinds of problems and the same kinds of frustrations," he says.

The Post's publisher, Donald Graham, says of Wilson: "I think people of all size newspapers are going to find (that) in George, ANPA is going to have a chairman and president who understands the problems facing newspapers as well as anybody who has ever done the job." □

Before Lincoln became a monumental success.



The Lincoln Memorial assembly, 1919

Stockbridge, Massachusetts' Daniel Chester French. He sculpted the seated Lincoln—a figure so majestic it immortalized not only the man it was built to commemorate, but also the sculptor himself.

But years before French put Lincoln in his place, The Boston Globe was in place covering all the important news issues of the day.

From the unveiling of political figures to the covering up of political scandals. From racial suffering to women's suffrage. If it was being talked about, you could also read about it in The Globe.

Which is why long before people from all over the world came to see French's Lincoln; people from all over New England were reading The Boston Globe.

The Boston Globe

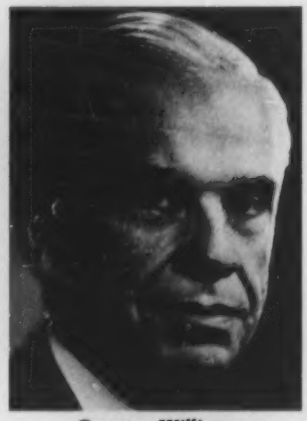
Two Former Chiefs of Staff Reflect on 36 Years at ANPA

(Editor's note: Cranston Williams was general manager from 1939-1960. He lives in retirement with his wife, Caroline, in Lynchburg, Va. Stanford Smith was general manager from 1960-1974. He and his wife, Martha, are retired and live in Satellite Beach, Fla. At presstime's *request, these veteran ANPA executives presented the following views and reminiscences of ANPA.)*

Helping newspapers during World War II was one of many challenges

BY CRANSTON WILLIAMS

Early in life, I found there was no limit to the good a man could do if he didn't care who got the credit. I will use "I" often in this piece, but it is not ego.



Cranston Williams

High spots I remember from my 21 years as ANPA general manager were:

- Put strike insurance into operation in 1939
- Served ANPA members and all newspapers—daily and weekly—throughout World War II to assure a newsprint supply without government control through rationing. From the beginning of the war in 1939 to its end in 1945, no newspaper suspended publication solely for lack of newsprint.
- Brought the Research Institute into being at Easton, Pa.
- Operated an office in Chicago to serve members in labor matters; provided a service to supply personnel to publish newspapers when a union struck in a city where there was police protection
- Defended ANPA and member publishers against federal antitrust charges in operating "recognition" system of advertising agencies

(New advertising agencies would apply to ANPA and other trade associations for "recognition" so they could qualify for the commission granted by newspapers to agencies. A 1956 consent agreement entered into by ANPA and the Justice Department ended the case.)

- Operated with the Pressmen's Union an international arbitration-agreement program to which local arbitration awards could be appealed
- Changed the ANPA dues system to one based on a newspaper's circulation and national advertising rate. Previously, it had been based on the number of typesetting machines at a newspaper and on a paper's national rate, even though members publishing mornings and evenings used the same machines for both editions.
- Established the first retirement program for ANPA staff.

Some of the other things done by ANPA during my years included operating a scrap-metal drive and a scrap-paper drive to help the war effort, and representing newspapers without lobbying status before congressional committees by getting a publisher to ask a senator or House member to see me. It eliminated my having to approach the legislator.

ANPA had no television and radio department, but we helped those newspapers that owned TV and radio stations to set up their own group.

Our entire staff was retained when I reported to ANPA on July 1, 1939. I had no person to bring with me from my previous employer, the Southern Newspaper Publishers Association.

I told the ANPA staffers I would keep them, and that helped me get 200-percent support as a newcomer. But I had some trouble getting employees born in Brooklyn or the Bronx to understand my pronunciation when I installed dictating machines to replace stenographers taking personal dictation.

ANPA, through me, helped the then-War Department set up a public relations unit preparing for our entry into World War II and devising censorship rules, as the department had no records of what was done in World War I. We assisted in bringing to the War Department people with newspaper experience.

There are many other remembrances, of course, like what I found in the way of newspaper publishing in New York City when I began working at ANPA headquarters there.

Nearly a dozen dailies were being published in the city then, and I became secretary of the New York City Publishers Association—without knowing that it would become another job for me.

Now for some personal statistics. When I retired in 1960, I had spent 54 years in newspaper work except for four years at Emory College, two years in the Army (one year of which was in France commanding a machine gun company), and five years in Washington, D.C., as secretary to a U.S. senator from Georgia. I was in daily newspaper association work for 36 years—from 1924 to 1960.

I have lived 91 years of ANPA's 100 years of existence. □

ANPA, through me, helped the then-War Department set up a public relations unit preparing for our entry into World War II and devising censorship rules.

Fighting for the well-being of newspapers is good for the soul

BY STANFORD SMITH

If anything was clear to the ANPA leadership in the early 1960s, it was the need to adapt new technology to newspaper publishing.

In it's 100-year history, ANPA demonstrated remarkable stability while maturing as a major force in the entire field of journalism. ANPA remained true to its founders' goals by adapting its programs to meet changes in the society served by its members.

In retrospect, my 15 years as general manager collapse into a collage of pleasant memories such as:

- Cordial, loyal, appreciative members who almost unfailingly responded to ANPA requests for information or legislative alerts
- A stream of giants of journalism who served on the ANPA Board of Directors and set policies that enabled the staff and committees to act with certainty of purpose
- A loyal professional staff, highly competent and dedicated to the goals of ANPA
- A whole series of mostly adversarial hearings before an ever-increasing number of federal regulatory bodies trying—for the most part unsuccessfully—to impose some kind of controls on newspaper operations.

For some people, the last item would not be regarded, even in retrospect, as pleasant. Not so for me. A fight for what one regards as fundamental to the welfare of journalism and the nation itself is good for the soul.

Whatever ANPA accomplished in my tenure stemmed from the combined efforts of all those identified above. Cranston Williams had modernized the Association's operations and imbued the staff with a dedication to serve every member to the best of our ability. I had seven years' experience on that staff before his retirement. But new challenges then faced us.

Membership. In a moment of sheer determination, I announced through Editor & Publisher magazine a goal of a membership of 1,000 daily newspapers (the membership then was just over 800). We needed more members to strengthen our voice in Washington where we were facing new and different problems.

With support of the Board, we added a full-time membership representative to call on both present members and prospective members to make profitable use of ANPA services. It paid off, and we soon reached the 1,000 goal and went on to about 1,200 before my retirement.

Stanford Smith

New Technology. If anything was clear to the ANPA leadership in the early 1960s, it was the need to adapt new technology to newspaper publishing. It was not only the acute labor union problems typified by the then-powerful ITU but also the rising cost of everything associated with producing and distributing newspapers. We attacked these problems with the aid of a Scientific Advisory Committee of outstanding men of science, a contract with the Electronic Systems Laboratory at Massachusetts Institute of Technology and an internal reorganization of the ANPA Research Institute.

The interplay of these actions along with the undertakings of many newspapers and supplier companies resulted in major changes in the way newspapers are produced. It would be impossible to produce today's high quality newspapers with the technology used in the early 1960s.

Labor Relations. ANPA had always placed a high priority on assisting its members in their relations with newspaper labor unions. With the death of George N. Dale, we appointed Mike Patrone to head the ANPA labor-relations activity, and the result was a rapid upgrading of the service along with an increased level of communications with the heads of the international unions. Meanwhile, the emerging technology was greatly strengthening the hands of publishers in their determination to continue to serve their readers and advertisers regardless of the actions of any labor union.

Without such determination on the part of publishers, newspapers and their readers and advertisers would have suffered severe losses. ANPA played a major role on the national level and frequently in individual newspaper crisis situations.

International Affairs. ANPA had been involved early in the organization of the International Federation of Newspaper Publishers, or FIEJ, but in its early days FIEJ seemed to be mostly a social organization. The rapid advance of new technology and the fact that its impact was worldwide led a few far-sighted publishers, both in Europe and North America, to see the need for newspapers to play a bigger role at the international regulatory level to assure uninhibited use of new technology for the transmission of news and pictures by the news services, newspapers and other media.

When the Europeans asked ANPA to designate me to organize a new entity for that purpose (over my objections that I was no expert on telecommunications technology), the ANPA Board instructed me to take on the mission. The result was organization of the International Press Telecommunications Council, which I headed for its first two years and which now is well-recognized and highly regarded in telecommunications technology circles throughout the world. Today ANPA is playing a bigger role than ever in this vital work.

The Newspaper Center. Moving ANPA headquarters from New York City to the Washington, D.C., area was a major step taken during my tenure. Many alternatives were considered, and Board members made many trips in the course of the investigation which led to the move to Reston,Va. The impetus was not just cost-effective operations in a different environment but also a recognition that the Nation's Capital had become a much more important element of ANPA activity. The effects of the move were just as had been anticipated—increased efficiency, improved cost control and effective service to the membership.

This move led to the accomplishment of one of my personal goals not achieved during my tenure—namely, improved coordination among the many associations in the newspaper business. This has now been achieved through The Newspaper Center.

For this and the many other current accomplishments of ANPA, this former general manager warmly congratulates the officers, directors, members and staff. □

REGULATIONS

OSHA focus on Pa. newspapers finds 'serious' violations

Pennsylvania newspapers apparently have been targeted for safety inspections by the federal Occupational Safety and Health Administration. And, according to an ANPA environmental expert, the inspections have drawn fines for violations classified by the agency as "serious."

Richard W. Neergaard, ANPA manager/environmental services, said he knows of at least four Pennsylvania papers that have been inspected by OSHA within the past year. The inspections have been routine or "programmed" inspections, rather than inspections prompted by an incident or complaint.

Neergaard also said an OSHA official indicated to him that the newspaper industry "is at or near the top" of the list of industries targeted for routine inspections in his section of Pennsylvania.

According to Neergaard, newspapers have been cited for: failure to maintain a "hazard communication" program; operating a Goss Urbanite press without ink train roller guards; operating a press folder without guards covering "nipping" rollers and with a partially unguarded drive shaft; operating compressors with unacceptable protective covering of the drive belts and pulleys (even though the guards in place at the time of the inspection were original equipment); partially blocked aisles and exit doors; and miscellaneous electrical hazards.

He said OSHA proposed fines of $200-$300 per violation.

All four OSHA area directors in Pennsylvania refused to comment on whether newspapers rank high on their list of firms scheduled for inspections. The rankings are confidential, they said.

However, William K. Mason, acting director in OSHA's Pittsburgh office, said newspapers and other printing concerns are on the state's "high-hazard" list.

One violation was lack of roller guards.

OSHA targets industries for safety inspections based on their lost-workday injury rates, compiled by the Labor Department's Bureau of Labor Statistics. OSHA looks at newspapers nationally and by state.

Industries with lost-workday injury rates above 3.4 per 100 full-time workers, either nationally or in a state, go on the high-hazard list, according to Joseph J. DuBois, director of OSHA's Office of Data Analysis in Washington, D.C. The number 3.4 is chosen because it is the lowest lost-workday injury rate for the entire private sector in the past five years, he said.

Nationally, the newspaper business had a lost-workday injury rate of 2.8 per 100 full-time employees in 1985. Therefore, said DuBois, the newspaper business will only appear on lists in states where the newspaper average is above 3.4.

Each OSHA area office receives an annual list of the high-hazard industries in the state. The area office then sets up an inspection schedule. Establishments inspected one year generally will not be inspected again for another two or three years. □

Detroit JOA hearings to start Aug. 3

A federal administrative law judge set Aug. 3 for the start of the public hearing into the application of Detroit's two daily newspapers for a joint operating arrangement [**presstime**, April 1987, p. 42].

The Detroit Free Press and The Detroit News had proposed a starting date of June 1. "We would have preferred it sooner; the newspapers are losing a lot of money. But it's nice to have a date we are moving toward," said Lawrence J. Aldrich, attorney for Gannett Co., owner of the News.

Meanwhile, unions at the Detroit papers are looking into the possibility of an employee purchase of the Free Press, the newspaper said to be "failing" and requiring a JOA to survive. However, David Lawrence Jr., publisher and chairman of the Free Press, said "we see nothing that seems to make it a financially feasible possibility." □

ANPA critical of EPA proposal on chemical reporting

ANPA has criticized a proposal by the Environmental Protection Agency to require companies that make, store or use hazardous chemicals to file reports with state and local emergency planning personnel.

The Association said compliance with the plan would become "prohibitively expensive" for newspapers. It suggested an alternative to full compliance for "low-hazard" companies like newspapers.

The Emergency Planning and Community Right-to-Know Act was enacted by Congress last year as part of the Superfund reauthorization legislation.

In March 30 comments to the EPA, ANPA suggested that instead of requiring new forms to be used for reporting to fire and health officials, the government require newspapers to submit the material safety data sheets and chemical product lists they already must maintain under the Occupational Safety and Health Administration's "hazard communication" program.

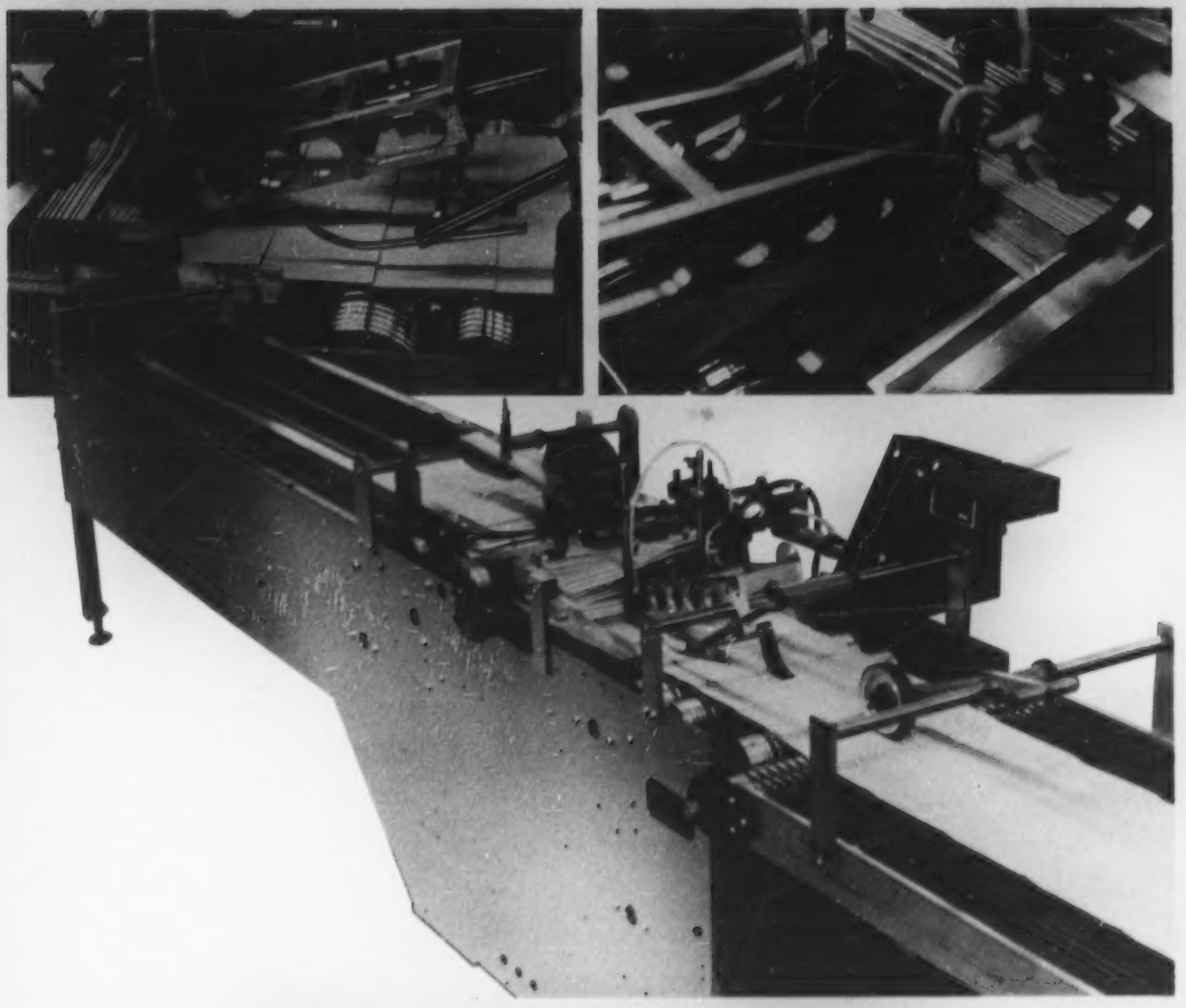
ANPA said the new EPA forms would require reporting of "interpolated information" that goes beyond what is required on a material safety data sheet and would force newspapers to make "exhaustive hazard determinations."

Newspapers, ANPA said, would have "no alternative other than to hire additional specially trained scientists" to comply with this requirement.

Chemical manufacturers, importers and distributors have more knowledge about the potential hazards of their products and should be the ones solely responsible for making a hazard assessment, the Association added.

ANPA said newspapers use "comparatively low-hazard consumer-oriented and packaged chemical products and a small amount of flammable products."

Because flammability is the most significant potential hazard of products used in such industries, ANPA suggested that EPA devise a new inventory form for them. It would require information about any flammable chemical products stored in excess of 500 pounds (or 55 gallons) and would include the name of the product and information on storage, use and provisions for fire protection. Submission of this form along with MSDS would provide emergency personnel with "adequate information," ANPA said. □



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LEGISLATION

Tobacco ad issues heat up

Canada's minister of health and welfare announced April 22 he will introduce legislation to ban all tobacco advertising and promotion in Canada.

Although the Canadian Daily Newspaper Publishers Association issued a statement opposing the plan, CDNPA General Manager John E. Foy said the legislation "mostly likely" will pass.

Under the proposal, tobacco ads in newspapers would be prohibited starting Jan. 1, 1988, and in magazines and billboards a year later.

Canadian broadcast media already are without tobacco advertising, by virtue of a voluntary agreement of tobacco companies that dates from 1972.

The CDNPA Board of Directors released its statement when, one week before the official announcement, it learned of Minister Jake Epp's legislative plans. "Once government intervenes to ban any lawful product from being advertised, a dangerous precedent will have been set that offsets the Canadian tradition, now enshrined in the constitution, of freedom of speech," the board said.

The developments in Canada came in the same month when, in Washington, D.C., the 100th Congress conducted its first hearing on legislation to ban all tobacco advertising in U.S. media. A legislative ban against cigarette advertising in U.S. broadcast media was enacted in 1970; in 1973, it was extended to small cigars, and last year, to smokeless tobacco.

In the congressional hearing April 3, an ANPA representative sounded a "dangerous precedent" warning similar to that voiced later in the month by CDNPA.

Proponents of legislation to ban tobacco advertising (or deny tax deductions for it) are "willing to cross the line and impose government censorship," said John Seigenthaler, chairman, publisher and editor of The Tennessean in Nashville. "They seem to forget: Government censorship is addictive. It will suffocate creative thinking. It will strangle the breath of free speech. It will kill free expression. It is a deadly disease. A dangerous precedent is established for other enthusiasts to champion censorship of products, services and ideas they don't like."

The hearing was conducted by the House Commerce Committee's Subcommittee on Transportation, Tourism and Hazardous Materials, which has jurisdiction over the Federal Trade Commission.

John Seigenthaler

Rep. Mike Synar

The focus of the hearing was HR 1532, introduced by Rep. Bob Whittaker (R-Kan.), ranking Republican member of the subcommittee. His bill would ban all media advertising of tobacco products.

The legislation is similar to HR 1272, introduced by Rep. Mike Synar (D-Okla.), except that Whittaker would give the FTC authority to enforce the ban, while Synar would give that authority to federal courts.

The Synar bill is pending before the Commerce Committee's Subcommittee on Health and the Environment [**prsestime**, March 1987, p. 48].

Two federal government representatives spoke against the legislation at the April 3 hearing. "Information is not, in itself, harmful," said FTC Chairman Daniel T. Oliver. "People will perceive their own best interests if they are well-enough informed. The best means to that end is to open the channels of communication rather than to close them."

Douglas W. Kmiec, deputy assistant attorney general, said the Justice Department has "substantial doubt" whether either HR 1272 or HR 1532 is constitutional.

The chief legislative assistant to Synar, John H. Hollar, denied speculation that the ad-ban bill had been, in effect, defeated because of the opposition from the two federal agencies. He said the subcommittee's hearing was "stacked against" proponents of the ban. And he denied a marketing newsletter report that Synar plans to revise his bill to prohibit all but so-called "tombstone" ads for tobacco—those that restrict content to the name and picture of the product.

In a related development, Rep. Fortney H. Stark (D-Calif.) introduced a bill, HR 1563, to dissallow tax deductions for advertising or other promotion expenses associated with the sale of tobacco products. A similar bill has been introduced in the Senate. □

Lottery ad restrictions called 'antiquated'

Calling federal law restricting the advertising of legal lotteries "antiquated," a newspaper publisher told a congressional subcommittee the time has come for repeal.

"All but four states now have legalized some form of gambling," said Frank A. Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times. "But the federal government has forgotten that it should not act to suppress truthful commercial speech about lawful activities."

Daniels, current Newspaper Advertising Bureau president and a former ANPA director, testified April 2 on behalf of ANPA before the House Judiciary Committee's Subcommittee on Administrative Law and Governmental Relations.

The panel is considering legislation to lift existing restrictions on mailing or broadcasting lottery advertising. HR 1568, introduced by subcommittee Chairman Barney Frank (D-Mass.), would lift the restrictions if the lottery is "authorized and regulated" by a state and if the ad complies with state law [**prsestime**, Feb. 1987, p. 14].

However, a representative of the U.S. Postal Service raised concerns about having an exemption from federal law depend on a mailer's compliance with various state laws.

Also testifying before the subcommittee was a Justice Department official who said his agency believes the current law is unenforceable on constitutional grounds. □

Supreme Court rules Arkansas tax must exempt magazine

The U.S. Supreme Court ruled 7-2 that Arkansas violated the First Amendment by refusing to exempt a general-interest magazine, Arkansas Times, from the state sales tax.

Already exempted from the tax were newspapers and "religious, professional, trade, and sports journals and/or publications printed and published within this state."

Sales taxes affecting newspapers and other media have prompted debate in many other states, particularly Florida. (See story, p. 62.)

In its April 22 ruling in *Arkansas Writers' Project Inc. v. Ragland, Commissioner of Revenue of Arkansas*, the court said the case involved a "disturbing use of selective taxation."

"We stated in *Minneapolis Star (& Tribune Co. v. Minnesota Commissioner of Revenue)* that '(a) tax that singles out the press, or that targets individual publications within the press, places a heavy burden on the State to justify its action.' In this case, Arkansas . . . has advanced no compelling justification for selective, content-based taxation of certain magazines, and the tax is therefore invalid under the First Amendment," said Justice Thurgood Marshall in writing the opinion of the court.

The ruling reversed the Arkansas Supreme Court, which held that the magazine exemption applied only to the already-designated types of periodicals and that it was a permissible, "ordinary form of taxation" to which publishers are not immune.

The U.S. Supreme Court remanded the case to the state with instructions to consider the award of attorney's fees to Arkansas Writers' Project, which publishes the monthly magazine.

Justice Antonin Scalia dissented, joined by Chief Justice William H. Rehnquist. Scalia based his opinion on the precedent that tax preferences, as "subsidies," do not necessarily infringe on the rights of those excluded from them.

The Arkansas sales tax neither inhibited, nor meant to inhibit, the magazine's publication, he wrote.

ANPA and The Miami Herald jointly filed a friend-of-the-court brief in the case.

Tonda Rush, the ANPA assistant general counsel involved in the case, said "It was mostly a good decision. I wish the court had focused more attention on the way taxing information affects the flow of information."

In another development, the court agreed to hear Hustler magazine Publisher Larry Flynt's appeal of a $200,000 jury award to evangelist Jerry Falwell for "intentional infliction of emotional distress."

The award stemmed from a liquor-ad parody featuring Falwell's picture and a fictitious interview describing an incestuous relationship [**presstime**, April 1987, p. 40]. □

COURT BRIEFS

• FBI **"rap sheets" are not exempt from disclosure** under the Freedom of Information Act, according to a ruling by a three-judge panel of the Court of Appeals, District of Columbia Circuit. The ruling came in related cases brought by a CBS reporter and by the Reporters Committee for Freedom of the Press.

The government had argued that a 1957 law governing records of arrests, indictments, convictions and imprisonments prevented release of "rap sheets" because of privacy considerations.

• A federal jury found that a Washington state daily did not violate **antitrust law** by offering lower advertising rates than a rival weekly.

The weekly, The Skagit Argus of Mount Vernon, charged that the Skagit Valley Herald sought a monopoly in restraint of trade by establishing the low rates and by threatening reprisal against advertisers who refused to boycott the Argus.

• ANPA and 30 other press organizations filed a friend-of-the-court brief in the appeal of the **espionage conviction** of former naval analyst Samuel L. Morison.

The brief to the 4th U.S. Circuit Court of Appeals argues that the espionage and theft statutes under which Morison was convicted were not intended to be applied to the dissemination of information to or by the press [**presstime**, Jan. 1987, p. 43].

Morison was convicted for providing classified photos to Jane's Defence Weekly.

Alaska paper loses libel coverage for running arrest reports

The Wrangell (Alaska) Sentinel has never been sued for libel since it began publication in 1902.

Yet Fireman's Fund suddenly canceled the 1,600-circulation weekly's libel policy after 15 months of coverage.

Repeated inquiries from the newspaper's lawyer, John McKay of Anchorage, brought a response from the insurer that the Sentinel printed "too many names" of arrested residents from the local police blotter, because people in such a small community would be sensitive about seeing their names in the paper.

The paper's co-publisher, Ann D. Kirkwood, said, "We are extremely careful with how we write" information from the police blotter. "We say, 'Joe Blow is charged in connection with an incident in which a person is accused of. . . .'"

The community supports the practice of publishing arrest information, she said, even the naming of arrested juveniles who are treated as adults under Alaska law when charged with drunken driving.

Lawyer McKay said Fireman's Fund also objected to a published letter to the editor dealing with a tax break for a forest-products firm in the economically strapped mill town. The letter ended, "Just because the town is bonded to the hilt doesn't mean they have to kiss anyone's butt."

Fireman's Fund said in a letter to McKay, "Most newspapers would strike (the word butt) or edit it out. This indicates an editorial approach that will get them in trouble."

Since losing its libel coverage, the paper has turned to a group policy offered by the National Newspaper Association at twice the premium.

So far, neither McKay nor Kirkwood has heard of cancellation of libel coverage by Fireman's Fund elsewhere. But Kirkwood said other publishers have indicated they are nervous when their Firemen's Fund policies come up for renewal.

Fireman's Fund officials had no comment.

McKay said he received a telegram from a Fireman's Fund representative that said the company seeks to avoid defense costs, and its libel coverage "is aimed at the non-controversial, small-town, straight-news publication."

Kirkwood asks, "Why us? We don't do anything other weekly newspapers in Alaska don't do." □

State and Local

Ad-tax bill enacted in Florida

Florida Gov. Robert Martinez has signed into law a measure eliminating sales-tax exemptions on most professional services, including newspaper advertising, effective July 1. Circulation and use of wire services also will become subject to taxation.

Already, one investment banking firm has pushed the alarm button, reducing its stock ratings of several large media companies because of a possible drop in their earnings.

Ad industry leaders are considering a court challenge to block the new tax.

Officials of Florida's Department of Revenue, which has broad rule-making power in the collection of taxes, have stated the 5-percent levy will apply to:

- Advertising in Florida media, even that placed from out of state
- A pro-rata share of all advertising in national media circulated in Florida [**presstime**, April 1987, p. 46]
- The cost of doing business, including outside services purchased by newspapers, such as job printing or graphic arts.

The bill is expected to raise more than $750 million in the fiscal year beginning July 1, $100 million of that from advertisers. Martinez has argued that the revenues are desperately needed to handle burgeoning expenses in the rapidly growing state.

Ad industry leaders fear that other governments may follow Florida's lead. At the moment, the Tucson City Council is considering an extension of its 2-percent sales tax on local media to national advertisers, which would be unprecedented for a municipal government.

The possibility of a tax wildfire breaking out led Salomon Brothers of New York City to reduce the ratings for the newspaper-related companies it tracks: Gannett Co., Knight-Ridder Inc., The New York Times Co., The Times Mirror Co., Tribune Co. of Chicago, Capital Cities/ABC Inc. and The Washington Post Co.

Spokesman Charles Brophy said Salomon Brothers reduced its rating from an "O," meaning the stocks are expected to outperform Standard & Poor's index of 500 stocks, to an "M," meaning performance should match the Standard & Poor 500. A "U" rating would mean underperformance.

Other likely battlegrounds on taxation issues are Texas, Oklahoma, Minnesota and Louisiana, said Kevin Grant, ANPA state relations coordinator. □

Telecom

Greene allows 3 BOCs to enter advertising with restrictions

Federal District Judge Harold H. Greene ruled that three regional Bell Operating Companies may enter the advertising business. But he imposed several restrictions on their operations, including two specifically sought by ANPA.

Southwestern Bell Corp., NYNEX Corp. and Bell Atlantic Corp. had filed similar requests for waivers of the consent decree governing the breakup of AT&T. They asked to be allowed to enter the advertising field through subsidiaries separate from their operating telephone companies.

Greene's April 13 orders prohibit the BOCs from offering any of the advertising services to their "telecommunications companies, subsidiaries or operations."

ANPA had sought such a prohibition, arguing that the subsidiaries would have the "incentive and opportunity" to charge excessively high rates to the BOCs for advertising services. As a result, rate payers would have to pay "inappropriately high charges," and this would result in cross-subsidization of the BOCs' advertising ventures, the Association said [**presstime**, Dec. 1986, p. 54].

Greene agreed. In the order granting the advertising waiver for Southwestern Bell, the first BOC to seek one, he said "ample opportunities for cross-subsidization, and therefore circumvention of the decree, would exist if Southwestern, through its separate subsidiary, were permitted to offer advertising services both to the public in general and to its affiliated telephone operating companies."

Greene also said the subsidiaries may not obtain telephone subscriber listings or information maintained by the telephone companies unless the information is made available to competitors. ANPA had requested that condition. □

Computer III is over

The Federal Communications Commission March 25 concluded the final phase of its Computer III Inquiry designed to establish rules whereby AT&T and the divested Bell Operating Companies can provide "enhanced" services.

The FCC failed to adopt an ANPA recommendation that the companies be allowed to use telephone-customer information only if the customer gives permission and if the information is made available to competitors [**presstime**, Nov. 1986, p. 54]. □

Postal Affairs

Commission approves size change

To accommodate newspapers' total-market-coverage programs, the Postal Rate Commission has recommended that the maximum size allowed for certain third-class mail be enlarged slightly.

The commission said the change would have no adverse impact on postal operations, yet it would allow TMC publications to be eligible for the less-expensive third-class rate for material presorted by carrier route.

ANPA had requested that the maximum size be increased from 11 1/2 by 13 1/2 by 3/4 inches to 11 3/4 by 14 by 3/4 inches [**presstime**, April 1987, p. 44]. Many newspaper presses will not run off a publication small enough to meet the existing third-class size limitations. Those wanting to use third-class delivery have had to quarterfold their free-circulation publications to get them down to size.

However, according to some members of the ANPA Postal Committee, U.S. Postal Service enforcement of the size rule has been erratic.

In fact, some local postmasters have routinely allowed a slightly larger size, the members said. □

Governors postpone new rate case

Despite the U.S. Postal Service's insistence that it needs more revenue, the postal Board of Governors postponed filing a rate-increase request.

Chairman John N. Griesemer said after the board's April meeting that the governors' panel needs more information on rising USPS costs in labor, retirement and other employee benefits before proceeding with a rate case.

Postmaster General Preston R. Tisch told an April meeting of postal customers that there will be an estimated $2-billion increase in costs over the next two years, partly as a result of a new employee retirement system and higher labor costs. "We cannot manage all of these costs without some adjustment in rates during the latter part of 1988," Tisch said.

It can take a year or longer for new rates to become effective after the governors file a rate case with the independent Postal Rate Commission [**presstime**, April 1987, p. 44]. □

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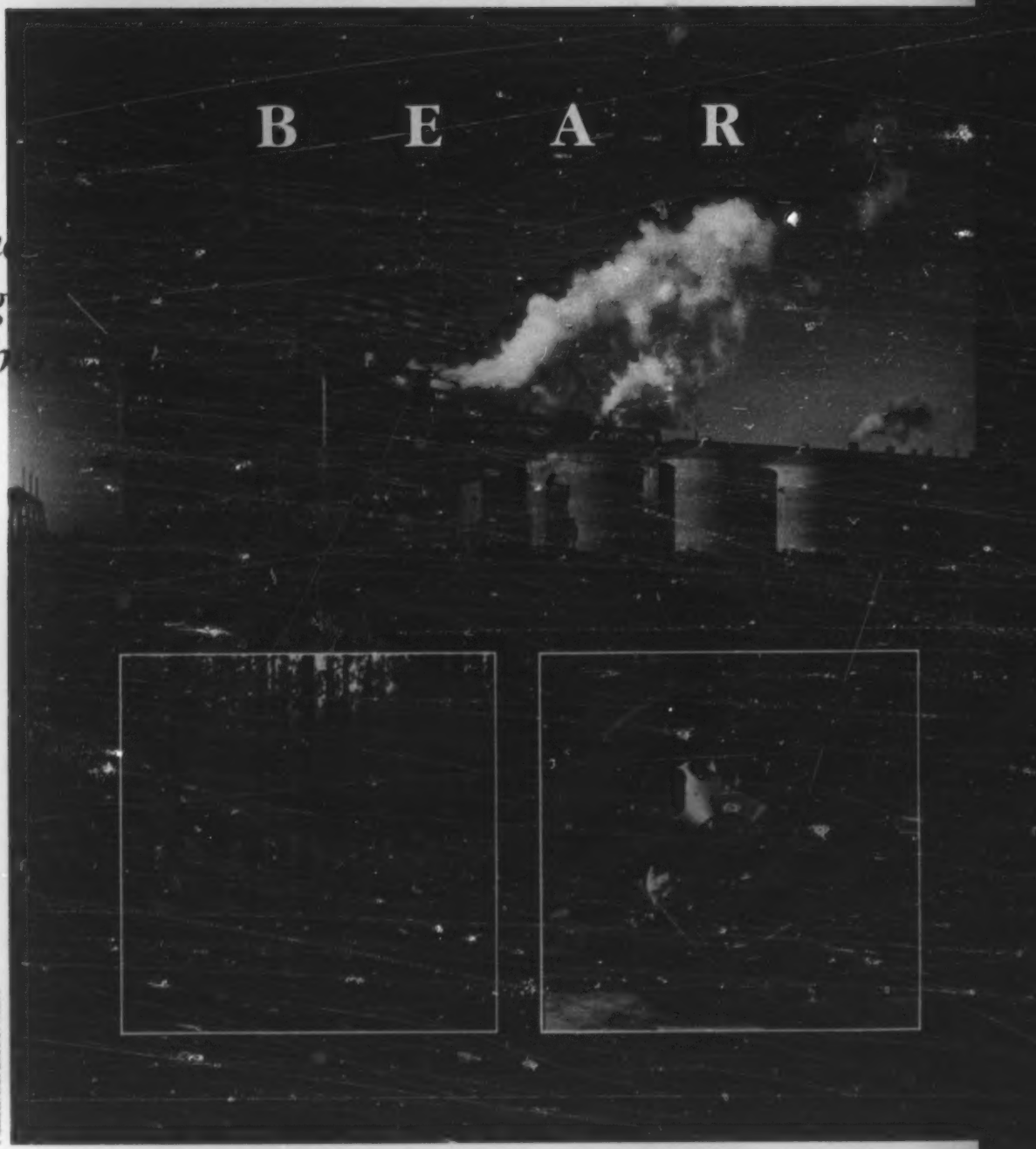

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S A L E S L T D.

Western Hemisphere gets mixed free-press review

A mixed report on the status of press freedom in the Western Hemisphere was presented to the Inter American Press Association at its meeting in San Antonio.

The report of the organization's Committee on Freedom of the Press, subsquently adopted by the IAPA Board of Directors, noted that at least 13 journalists had been killed in the Americas in the past year.

"Just as the killing of men cannot accomplish its objective, neither can the killing of newspapers and radio stations—the latest flagrant examples being ABC Color and Radio Nañduti in Paraguay, and La Prensa and Radio Catolica in Nicaragua," the report said.

It also identified several cases in democracies in the Americas where there has been "nibbling at the edges of press freedom." This, the report said, "too often precedes the taking of much larger bites."

Among the incidents cited was the United States' detention and exclusion of Colombian journalist Patricia Lara last October [**prestime**, April 1987, p. 45].

In the same category, the report also listed: the compulsory licensing of journalists in 14 countries; the withholding of official advertising from newspapers critical of the government in Ecuador, Venezuela, El Salvador and elsewhere; the sentencing of Venezuelan editor Victor Gonzalez to three years' imprisonment "on what appear to be spurious charges"; the "abuse" of journalists during the kidnapping of the president of Ecuador; and a restrictive press law in "supposedly newly democratic Haiti."

But, the report said, "the situation is not all grim by any means. Over the past seven years, despotic governments have become the exception rather than the rule, with only Cuba, Nicaragua, Suriname, Paraguay and Chile remaining as dictatorships. Panama also is under de facto military control."

It also reported on "promising events" in two countries where press freedoms have long been denied. In Guyana, a new independent weekly, the Stabroek News, was allowed to be established, and the Catholic Standard was permitted to accept the gift of a printing press. In Chile, publications banned after an assassination attempt on President Augusto Pinochet were allowed to reappear, and a new independent daily newspaper, La Epoca, began publication.

Near the conclusion of the organization's March 23-26 meeting, the IAPA Board of Directors passed numerous resolutions. Among them were those:

Hoy/Santiago, reprinted from World Press Review

- Calling on the U.S. government to make public evidence on which it based its action against Lara and protesting the "haphazard and secret procedures" of the Immigration and Naturalization Service with regard to the admission of other foreign journalists.
- Requesting South Carolina Gov. Carroll A. Campbell to reply to IAPA's earlier protest of harassment by public officials of editor Ken Fortenberry, formerly of The McCormick (S.C.) Messenger [**prestime**, March 1987, p. 84].
- Urging Latin American governments to "repeal any law or laws which may contain restrictions on the ownership and use of satellite transmission and receiving equipment, as well as private access to satellite communication."
- Urging IAPA members to "join, support and encourage" journalists in Colombia and elsewhere "to expose the drug cartel and its threat to press freedom." □

Journalists call for fund to fight censorship

A "Fund Against Censorship" has been established to support challenges to censorship and "related abuses" around the world.

Creation of the fund was called for in January at a London conference of journalists from 35 countries [**prestime**, Feb. 1987, p. 42].

Representatives of the six media associations that organized the London assembly met April 2 in Madrid to discuss implementing this and other recommendations contained in the "Declaration of London."

The World Press Freedom Committee, one of the six associations, offered start-up money for the fund. "There will need to be fund-raising" for its operation, said WPFC Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co.

WPFC Executive Director Dana R. Bullen said the amount to be sought has not yet been determined. He declined to state the exact amount of the WPFC's initial contribution, saying only that it was "about what it would cost you to buy a car." The money will be spent on the fund's initial projects, he said; two are currently being discussed, in Africa and Asia.

WPFC, with headquarters at The Newspaper Center in Reston, Va., will act as coordinator for the fund.

The other five organizations involved are the International Federation of Newspaper Publishers, International Press Institute, North American National Broadcasters Association, Inter American Press Association and International Federation of the Periodical Press.

News media experiencing censorship or related problems can contact any of the six organizations to be considered for assistance from the fund. □

WORLD PRESS NOTES

- De Ware Tijd of Paramaribo, Suriname, one of that country's two daily newspapers, **ceased publication** April 15 when it was unable to get U.S. currency from the country's Central Bank to purchase imported newsprint. The paper was one of about 20 companies closed by the currency crisis.

The other daily, De West, was reportedly running low on paper.

- The Supreme Court of Chile will consider the **libel case** of Chilean magazine editor Juan Pablo Cardenas, selected to receive the 1987 Golden Pen of Freedom award by the International Federation of Newspaper Publishers.

Cardenas, editor of Analisis, had been sentenced to spend every night for the next three years in prison for libeling Chilean President Augusto Pinochet [**prestime**, March 1987, p. 50].

An appeals court overturned the verdict. The Ministry of the Interior, which brought the original complaint, then appealed to the high court.

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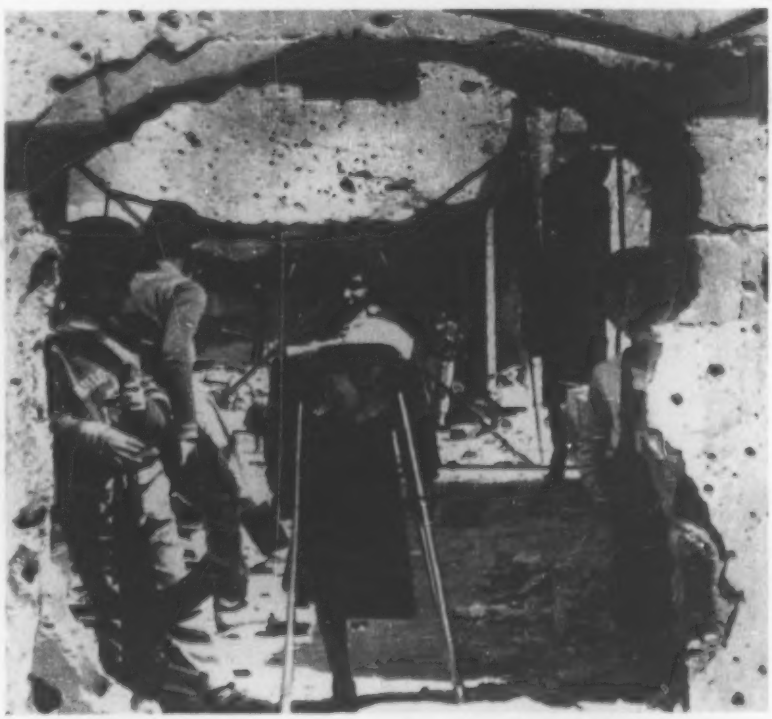

Children stare at reporters from a shelled house in the Shatila refugee camp.
Photo by **Nabil Ismail**, AFP Beirut

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Exchange benefits news staffs

Several years ago, when Time magazine listed the 10 best U.S. newspapers, it carried a sidebar mentioning that The Anniston (Ala.) Star (evening, circulation 31,798) and The Free Lance-Star of Fredericksburg, Va., (evening, 34,717) were examples of outstanding smaller papers.

Charles S. Rowe, editor and co-publisher of the Virginia newspaper, said that after the article appeared, H. Brandt Ayers, editor and publisher of the Alabama daily, called to propose exchange visits involving some editorial personnel. The feeling was that each newspaper's staff could learn from the other.

The visits were slow to materialize, but on three days in mid-March, four members of The Anniston Star sat in the newsroom of The Free Lance-Star, observed the operation, attended story conferences and other staff meetings, and had plenty of chances "to shoot the breeze" with their Virginia newspaper counterparts, Rowe said.

In June, The Free Lance-Star plans to send four or five staffers to Anniston for the second part of the exchange.

The two newspapers bear strong similarities: in name ("Star" in both nameplates), publication schedule (evening), circulation size (30,000-35,000 range), ownership (independent) and editorial excellence (witness the Time magazine mention).

Yet the Alabama delegation headed by Executive Editor Paul M. Rilling discovered differences that he said his newspaper can learn from.

For example, the Virginia daily has a large news desk that handles reporter assignments, copy editing, headline writing and page layout. In contrast, Rillings' paper has a copy desk for editing, headline writing and layout, and a separate metro desk to oversee assignments.

A major difference that became clear when the two staffs got together was tenure. Rowe said his paper's staff has "very, very little turnover." Consequently, he said he especially welcomes the opportunity to send some of his staff to Anniston to see how another newspaper functions.

Rilling said staff stability is something many other small newspapers, including his, would envy. But the Anniston paper is proud of the training it gives young reporters who then jump to larger newspapers, he said. "We're that kind of paper," the executive editor said. □

ASNE leader reaffirms minority hiring goal

A reaffirmation of the American Society of Newspaper Editors' commitment to the hiring of minorities will be one of the top priorities for the incumbency of new ASNE President Katherine Fanning.

"In the nation's newsrooms today, only 6.5 percent of the employees are minorities, and we are looking at a projected 25-percent minority population (in the nation) by the year 2000," she said following her election at the ASNE Convention April 7-10 in San Francisco.

What is news to the white community may not even interest black, Asian, Hispanic, American Indian or other minority groups, she told **presstime**. And a minority reporter may be the only person who knows what *is* news in his or her community, said Fanning, who is the first woman to preside over ASNE.

During the San Francisco convention, results of ASNE's latest survey of minority hiring at U.S. daily newspaper newsrooms were released. They showed that minority employees accounted for 6.56 percent of the total in 1986, compared with 6.30 percent last year.

The organization's goal, adopted in 1978 when ASNE began monitoring minority newsroom employment (then 3.95 percent), is to have the percentage of minorities in the newsroom equal the percentage in the U.S. population by the year 2000.

There are about 3,600 minority employees in U.S. newspaper newsrooms today among a total work force of 54,700, the survey showed. It also found that minorities are "sorely underrepresented" in newsroom management, with only 3.9 percent of 12,000 supervisors coming from minority groups.

Besides minority hiring, Fanning said that during her one-year-presidency she will be stressing the importance of bringing Third World journalists to U.S. newspapers for a month of orientation. The editors' society has had such a program for the past three years, funded by newspaper foundations and individual newspapers and involving 12 Third-World journalists. The program was funded for only the three years, however, and it is now scheduled for a year's evaluation.

Fanning, editor of The Christian Science Monitor, said she personally does not need a year to judge the program's worth. "Reassessment already tells us this is a terribly important program," she said.

A third item high on her agenda is recruiting editors of smaller newspapers to join ASNE. She said the organization has waived initiation fees for papers with less than 25,000 circulation and has a policy of reduced fees for papers a little larger than that.

Fanning said she will have task forces from each of five regions study ways the society can be of more service to editors, particularly those from smaller newspapers.

She already has appointed a Future of Newspapers Committee, with Burl Osborne, president of The Dallas Morning News, as chairman. The panel will investigate "the reality and future of our business," Fanning said. "We want to know where technology is taking us. We want to know about the changing work force and the changing demographics of our business."

At the convention, ASNE editors heard results of a nationwide survey of copy editors, many of whom lamented their lack of "clout." Of the 650 copy editors who responded to the ASNE survey, 45 percent said they did not have sufficient clout, and some embellished their reports with comments, such as "We're given the respect that might be given to an assembly-line worker" and "The copy desk is where the elephants go to die—the rejects."

Linda Grist Cunningham, chairman of the ASNE Human Resources Committee, said "there is a growing concern among editors that we are rapidly approaching a crisis in finding good copy editors."

"We must begin to listen to our copy editors," she said, "or we will wake up one morning with a newsroom filled with reporters and no one to write the headlines."

Another element of the convention was the release of a 12-month study of newspaper subscribers, many of whom "loved" their newspaper but stopped taking it nonetheless. (See story, p. 88.)

During the convention, the ASNE board called for "full and vigorous enforcement" of the current liberal-arts standard for accreditation of journalism schools. The resolution passed at the convention makes enforcement a condition of ASNE's continued membership in the Accrediting Council for Education in Journalism and Mass Communications.

Elected to serve with Fanning for the next year were: vice president, Edward R. Cony, associate editor of The Wall Street Journal; secretary, Loren Ghiglione, editor and publisher of The News of Southbridge, Mass.; and treasurer, John Seigenthaler, editor and publisher of The Tennessean in Nashville. □

Paul Kitagaki Jr., San Francisco Examiner

Fanning, ASNE's first woman president, chats with outgoing President Michael C. Gartner (right) and White House Chief of Staff Howard Baker, one of the convention speakers.

First Amendment project delayed

The official launch of Project Watchdog, a First Amendment program, has been delayed, according to Russell C. Tornabene, executive officer of the Society of Professional Journalists, Sigma Delta Chi.

Tornabene said in early April the delay would be about two months. This means the Project Watchdog WATS line—(800) 542-1600—is not yet in effect [**presstime**, April 1987, p. 51]. □

Inquirer wins three more Pulitzer Prizes

Three 1987 Pulitzer Prizes went to reporters at The Philadelphia Inquirer, making a total of 13 for that newspaper in the past 15 years. Two Pulitzers each went to editorial employees at the Los Angeles Times, The New York Times and The Washington Post Writers Group.

At the Inquirer:

• Daniel R. Biddle, H. G. Bissinger and Fredric N. Tulsky won in the category of investigative reporting for a series on incompetence and conflict of interest in Philadelphia courts.

• John Woestendiek also won for investigative reporting. The Pulitzer board rarely gives more than one prize in each category, but it happens occasionally, a spokesman said. This, however, was the first time in the 71-year history of the awards that one newspaper won twice in the same category. Woestendiek's reporting led to the release of a man wrongfully imprisoned for life for murder.

• Steve Twomey won the feature-writing category for a magazine article on the daily lives of those aboard the aircraft carrier USS America.

At the Los Angeles Times:

• Michael Parks won in international reporting for coverage of civil unrest in South Africa.

• Richard Eder won the criticism category for biweekly book reviews on a variety of books, primarily fiction.

At The New York Times:

• Alex S. Jones won in specialized reporting for profiling the feud of the Bingham newspaper family that led to the sale of The Courier-Journal and The Louisville Times.

• The Times' staff won in national reporting for stories detailing construction and design flaws in the space shuttle and in the administration of the space program after the Challenger explosion.

The staff of The Miami Herald also won in national reporting—another unusual instance where two separate awards were given in the same category—for 170 articles, including many exclusives, on American arms deals with Iran and diversion of money to the Nicaraguan rebels.

The two winners at The Washington Post Writers Group were Charles Krauthammer in the commentary category for columns on national issues, and Berke Breathed, cartoonist of "Bloom County," for editorial cartooning.

The Pittsburgh Press won for public service for a 14-part series by two reporters on the medical problems and drug addiction among airline pilots and flight crews. The reporters who investigated and wrote the series were Andrew Schneider and Matthew Brelis.

Schneider shared a Pulitzer a year ago for a series on organ transplants.

The staff of the Akron Beacon Journal won the general-news reporting category for coverage of an attempted hostile takeover of the Goodyear Tire and Rubber Co. by British financier Sir James Goldsmith.

Jeffrey R. Lyon and Peter Gorner of the Chicago Tribune won in the explanatory journalism category for a seven-part series on the lives of victims of genetic disorders and the promise that gene therapy holds for them.

Jonathan Freedman of The Tribune of San Diego won the editorial-writing category for editorials urging reform of the immigration laws.

Kim Komenich of the San Francisco Examiner won the spot-news photography award for coverage of the downfall of Philippine President Ferdinand E. Marcos.

David Peterson of The Des Moines Register won the feature-photography award for photographs showing the effects of the farm crisis on people in Iowa. □

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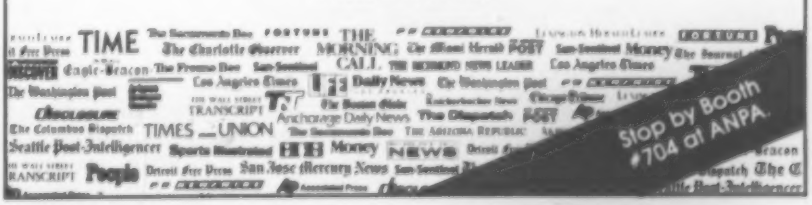


Deadline May 6 for annual SND competition

Newspapers have until May 6 to enter the Society of Newspaper Design's eighth annual newspaper design and graphics competition.

Newspapers of all types—daily, non-daily, broadsheet or tabloid—published anywhere in the world are eligible to enter. The contest covers 19 categories, including regularly appearing news sections, breaking news presentations, special topics, page design and overall design.

Entries must have been published between May 2, 1986, and May 1, 1987, and must be postmarked no later than May 6, 1987.

For more information, contact Ray Chattman of SND at The Newspaper Center, Box 17290, Dulles Airport, Washington, D.C.; (703) 620-1083. □

Winning Times Two.

It's nice to win the most coveted prize in journalism. It's even nicer to win two of them in the same day.

So when the winners of this year's Pulitzer Prizes were announced recently, we were proud to find two members of the Los Angeles Times on the list.

Michael Parks, Times bureau chief in Johannesburg, was named winner of the Pulitzer Prize in International Reporting for his vivid coverage of the turmoil in South Africa.

Richard Eder, Times book critic, took the Pulitzer Prize in Criticism for his sensitive reviews of contemporary literature.

The Times has now received a total of 16 Pulitzer Prizes; and this is the third time we've received more than one Pulitzer in a single year.

We are honored to be the recipients of these awards, because they symbolize the highest form of journalistic recognition from our peers. But they also symbolize something far more important: the scope, as well as the depth, of the reporting we're committed to giving our readers.

The Pulitzers are awarded only once a year. But the ideals they represent are what we strive for every day.

Los Angeles Times

Michael Parks
Winner of the 1987 Pulitzer Prize for International Reporting

Richard Eder
Winner of the 1987 Pulitzer Prize for Criticism

News-ed majors fared best in job market last year, survey shows

Journalism school graduates who specialized in news-editorial had better luck finding jobs last year than did other 1986 J-school graduates, according to the Dow Jones Newspaper Fund.

The fund's annual survey of recent graduates also found that "newspapers and wire services hired more college journalism graduates in 1986 (3,270) than any other media-related employer."

The 1986 survey results represented 1,022 responses from 2,050 May/June 1986 graduates of 52 colleges. The Gallup Organization selected the schools at random according to location and size of their journalism programs.

From those responses, representing 4.5 percent of all who received bachelor's degrees in journalism and mass communications last year, the fund projected the employment patterns of all 21,100 graduates.

The ratio of newspaper jobs to news-editorial specialists was 1 to 1.5, whereas two or more graduates vied for each job opening in broadcasting, public relations and advertising programs, the fund reported.

Minority news-editorial majors had even better chances of landing a newspaper job, with one job available for each. Daily newspapers hired 13.4 percent of all minority journalism graduates, 2.3 percent more than in 1985. In 1975, dailies hired only 3.3 percent of them, the fund said.

Fifty-one percent of minority graduates found media jobs within three months of graduation, an increase of nearly 10 percent from 1985.

Also, 14 percent of all journalism graduates hired by daily newspapers were minorities, up from 11.5 percent in 1985.

The survey report said that "continued increases in the proportion of minorities who major in news-editorial programs account for the increase in hiring. Nearly one-quarter of minority J/MC (journalism and mass communications) graduates were news-editorial majors last year, up from 14 percent 11 years ago."

Overall, 42.7 percent of the news-editorial majors landed jobs with newspapers and news services; 8.3 percent entered public relations; 4.4 percent, commercial magazines; and 2 percent, advertising agencies. Non-media fields drew 17.2 percent; graduate school, 8.8 percent; and another 7.7 percent were unemployed three months after graduation.

The 1986 graduate working for a newspaper earned a median starting salary of $13,900, an increase of $380 from 1985. By comparison, the median salary for beginning broadcasters was $12,600, up $1,420 from 1985; at advertising agencies it was $14,700, up $920; and in public relations it was $15,300, up $740.

Among the newspaper hires of 1986 graduates, 73.6 percent had previous experience through internships, and 81.6 percent had experience working on their college newspapers.

The survey also polled how graduates viewed their schools and departments. More than one-fourth (28.5 percent) who found newspaper jobs had consulted their J-school placement offices for help. □

Jon Abell, San Angelo Standard Times

D'Ann Adams of the San Angelo (Texas) Standard Times and students at Bonham Elementary School, San Angelo, examine advertisements the children created in the Design An Ad project, part of Newspaper in Education Week in March. The Standard Times published a tabloid of selected ads by 1,791 students in 63 classrooms. Thirty-six local advertisers helped instruct the students on the basics of good ad design.

New York classifies newspapers as textbooks for state funding

Newspapers now are defined as "textbooks" under New York law and therefore qualify for purchase with state aid.

"In a lot of the states, newspapers are included as part of the curriculum," said Judith D. Hines, vice president and director of ANPA Foundation. The New York situation may be unique, however, because newspaper interests managed to change a regulation that had previously excluded newspapers from the definition of "textbooks," she said.

Representatives of the New York Newspaper Publishers Association and other organizations had been negotiating with the state's education department for more than 10 years to change the regulation under the state's textbook law.

Local boards of education have the power to designate which textbooks to buy with the $25-per-pupil allocation provided by the state.

The amended rule, which became effective Feb. 26, establishes two conditions under which school districts may buy "general circulation daily and weekly newspapers": newspaper companies must provide them at a discount of at least one-third, and the companies must provide "study guides" for the curriculum.

Newspaper in Education groups, under grants of the New York State Newspaper Foundation, are preparing such guides. □

Quality and commitment: The best in editing.

"AP is an extension of the home newsroom. AP is there, just as surely as the city desk or the sports department. The AP wire is just a part of the staff."

John Marlow, news editor at the Seattle bureau, thinks his primary responsibility as an AP journalist is to serve member newspapers and their readers.

"The bottom line is really that the readers will be getting a balanced news report."

In his 26 years with AP as a newsman, bureau chief and editor, Marlow has had his share of bylines and frontline excitement. But he has grown to find satisfaction in the often anonymous work behind the newsfiles, digests and advisories. These, he says, ultimately shape the news reports appearing in newspapers, whether AP is credited or not. "We have a tremendous impact on how well informed the public is."

Marlow and other editors are the administrative backbone of AP's bureau system, serving the thousands of newspapers and broadcasters who own AP. He's responsible for long-range planning, staff scheduling, and editing. He'll take care of a member's request for special coverage, or he'll provide help if a member's computer goes down.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry—a goal that is a continuing commitment by everyone in AP.

Marlow says that AP staff members' awareness of their wide audience is what strengthens their personal dedication and keeps their standards high.

"If AP makes a mistake, it appears in hundreds of papers around the country. So we take painstaking care that it's right before it goes to the wire."

AP Associated Press
Quality. Commitment.

John Marlow works with newsman Carlos Pedraza in the Seattle bureau

Barry Sweet

New Foundation publications address free press/fair trial, literacy, citizenship

A variety of new publications are available from ANPA Foundation. They are:

• "Speaking of a Free Press: 200 Years of Notable Quotations About Press Freedoms," a revision of an earlier publication and already mailed to ANPA members. Additional copies are $1 apiece, or 75 cents each for 100 or more.

• "Free Press & Fair Trial," also a revision (it reflects U.S. Supreme Court decisions through 1986) and mailed to members of ANPA and the American Society of Newspaper Editors. Additional copies are $2 each, $1.50 each for 10-49 copies or $1 each for more than 50.

• "Newspapers Meet The Challenge," subtitled Literacy Handbook 1987, a compilation of guidelines and resources for newspapers to use in developing community literacy programs. It is scheduled for mailing this month to ANPA members.

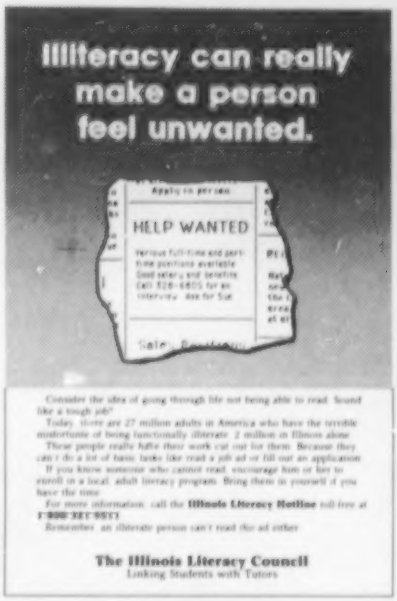
• An educational packet for "A Celebration of Citizenship," the first in a series of mailings to all schools nationwide and to Newspaper in Education coordinators. Materials are ready for reproduction. Additional packets are available for $3 each, or $2 each for 50 or more.

To obtain any of these publications, contact Ruth Finn of ANPA Foundation at The Newspaper Center, Reston, Va. □

J-school search service

After its first full year of operation, the Dow Jones Newspaper Fund College Search Service has helped more than 300 high school students choose a college journalism program through a computerized search service.

For a $5 fee, a prospective journalism major can fill out a questionnaire, specifying what he or she considers to be most important in a journalism program. Then, the computer matches the student with what various schools have to offer, such as location, financial aid and admission criteria. □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This ad by David Shih of the University of Illinois won first prize in the student newspaper advertising competition sponsored by the American Academy of Advertising and by the International Newspaper Advertising and Marketing Executives. Contest theme was literacy.

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Among topics are methods of typesetting, local and wire graphics, and pagination, with an index and bibliography.

To get your copy of Learning Computer Graphics, send a $7.50 check or money order, payable to ANPA Foundation, to:

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INMA campaign offers ideas for marketing NIE

Newspaper In Education coordinators want publishers to know that a strong NIE program is not only a community service but also good for business.

To that end, the International Newspaper Marketing Association has developed a campaign titled "Marketing Plans for Newspaper in Education." The project, cosponsored by ANPA Foundation, consists of a series of mailings to ANPA and INMA members.

The mailings, which began in March and will conclude this month, feature folders that describe ways NIE can be integrated into a newspaper's total marketing plan.

The campaign presents some of the most successful NIE projects around the nation, reporting results in terms of generating newspaper sales, involvement of the business community and public relations benefits.

Paula Markiewicz, executive director of INMA, said she hopes the campaign "will result in some new plans for integrating NIE into overall marketing strategy." □

WANTED: A Meaningful Relationship

As the political countdown begins, The Atlanta Journal and Constitution—flagship publications of Cox Newspapers—are looking at the meaningful relationships between people and politics.

The South, with Super Tuesday primaries and the Democratic National Convention in Atlanta, could be the most important region in the nation in determining the next President.

The Atlanta Journal and Constitution Southern Primary Poll is taking the pulse of the South on key political issues, not once but four times. The first poll, released March 15, set the region's political baseline. It will be followed by polls in November, February, and March, reporting the issues, attitudes and candidate preferences of the South.

As The Atlanta Journal and Constitution help chart the meaningful relationships between people and politics, they are also helping to support a meaningful relationship between politics and the future.

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Cox Enterprises is engaged in newspaper publishing, broadcasting, cable television, and other businesses.

Non-monetary ethical concerns, youth readership are studied

BY GUIDO H. STEMPEL III

Most codes of journalistic ethics and most discussions of them focus on money. What is in print on the subject makes it appear that the main ethical concerns are free tickets, free trips and gifts.

A study by Katherine C. McAdams, a doctoral student in journalism at the University of North Carolina, finds that there are four non-monetary conflicts of interest that are at least equally important ethically. The four, with an example of each, are:

- Political ties, such as a friend of the mayor covering city hall.
- Family ties, such as the son of an oil merchant covering energy.
- Reporter-source antagonism, such as a former union activist covering business.
- Affinity, such as a lawyer covering courts.

Her findings are based on a mail questionnaire sent to the editor, publisher and one other staff member of 333 randomly selected newspapers. The response rate was 74.9 percent.

McAdams found that feelings about these non-monetary conflicts are personal and situational, and for this reason there is considerable difference of opinion on how to handle them.

Thus, for example, while most newspapers see the expertise gained by having a lawyer cover the courts outweighing the potential conflict of interest, many do not. She also found that avoiding antagonizing and alienating anyone is a major consideration in handling such situations.

The study is reported in the Winter 1986 Journalism Quarterly.

• • •

The recent Ohio Newspaper Association survey [**prestime**, March 1987, p. 52] has some enlightening figures on newspaper reading by younger people. The study found that 71 percent of the Ohio respondents had read a daily newspaper the day before the interview. By age groups, the "read yesterday" figures were 18-24, 58 percent; 25-44, 65 percent; 45-64, 81 percent; and 65 and over, 78 percent.

So, while readership was markedly lower for younger people, even the figure for the youngest group was a substantial one. Still, it might appear that more than a third of younger people are not being reached by newspapers. That's not quite the story.

Respondents also were asked if they had read a daily paper in any of the last five weekdays (Saturdays and Sundays excluded). Those figures by age groups were 18-24, 78 percent; 25-44, 80 percent; 45-64, 87 percent; and 65 and over, 82 percent. That's a much smaller range.

What is really indicated is that nearly as many younger people read newspapers, but not with the same consistency as older readers. The survey asked respondents how many of those five weekdays they had read a daily newspaper. Analysis of those responses showed that 85 percent of the people 45 and over who read a daily paper any of those five days read it all five of those days. Of the respondents less than 45 years old, only 56 percent of those who had read a paper any of those five days read it all five.

Newspaper researchers might well focus on whether that difference has to do with lifestyle, content or some other factor.

• • •

The suspicion with which news people view public relations people is well-known and well-documented. Clearly, news people assume that public relations people have a different view of the world. A study by Michael Ryan, professor of journalism at the University of Houston, indicates this may not be the case.

Ryan sent a mail questionnaire to 120 randomly selected members of the International Association of Business Communicators and 120 randomly selected members of the Public Relations Society of America. The survey sought reactions to 14 statements about corporate social responsibility and the public relations person's obligations. Response rate was 56 percent.

He found overwhelming support for corporate social responsibility. Ninety-eight percent of the respondents agreed that "developing programs that are good for society is both good business and good citizenship." Ninety-six percent agreed that socially responsible corporations are more credible.

The vast majority also agreed that PR people should act as the consciences of their companies, should be deeply involved in helping management define the company's social role and should avoid putting corporate obedience ahead of personal conscience. This study is reported in the Winter 1986 Journalism Quarterly. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **prestime**.

Minnesota newspapers enlighten public on First Amendment

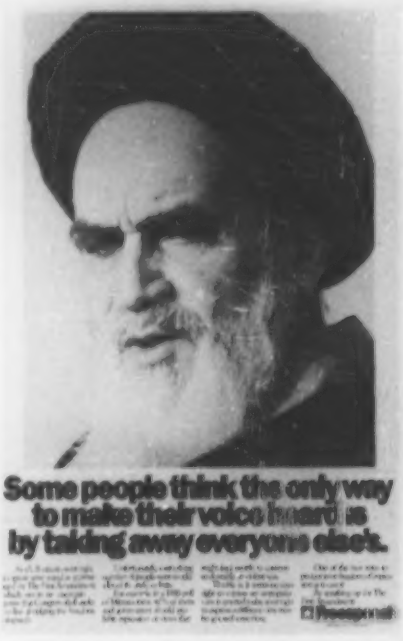
Freespeech, a statewide coalition formed by the Minnesota Newspaper Foundation, launched an advertising campaign in April to heighten public awareness of the value of the First Amendment.

The campaign is geared toward the 40 percent of Minnesotans who, according to a 1986 survey by the Minneapolis Star and Tribune, thought it better for the government to suppress free speech than to risk undesirable behavior [**prestime**, Aug. 1986, p. 43].

"We hope to be able to find the money to do a follow-up survey" after several months of the campaign that includes free advertisements, public-service announcements and speakers, said Patricia A. Hirl, associate legal counsel of the Minneapolis Star and Tribune. She also is a member of the steering committee for the Freespeech effort.

For a fraction of what it cost the Minnesota committee to develop the survey and public-service campaign, any other state can do likewise, Hirl said.

That's because for $500, the Minnesota Newspaper Foundation will provide all materials, including the survey questionnaire, research methodology, copies of ads and audio tapes. The only additional costs would be for people to conduct and analyze the survey, and for distribution of ad slicks and public-service-announcement tapes. □



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Plan to sell research to Advo draws flak from newspapers

Responding to some irked newspaper executives, Scarborough Research Associates terminated an offer to sell its upcoming 1987 syndicated newspaper research to Advo-System Inc.

Scarborough in December offered to sell the data for $10,000 to the large direct-mail firm—one of newspapers' biggest competitors for advertising dollars.

But in late March, following complaints by newspapers and the International Newspaper Marketing Association, Scarborough changed its mind.

"To put (research data) in the hands of our biggest competitors is inappropriate," said William F. Share, senior vice president of marketing of Journal-Sentinel Inc. in Milwaukee.

Newspapers also complained about the proposed sale price, which would be less than what most newspapers would pay for the data. Share said subscribers, "in effect, would subsidize their competitor."

Scarborough President Harold Israel said that after complaints were received, his firm decided it need not offer the results to Advo. "We sought additional legal advice on whether we had to offer" the material, "and it turns out we did not," he said.

It is not unusual for competitors to buy syndicated market research. In many instances, however, the purchase price is the same as the highest subscriber price, according to experts. In the case of Scarborough and its newspaper research, that would be about $50,000, according to Israel.

He said the proposed sale price to Advo was lower because direct-mail firms are considered "unmeasured media" for purposes of the study. Lacking specific information about direct-mail activities, the study theoretically would be of lesser value to Advo.

Scarborough is one of two research firms that conduct syndicated newspaper research covering virtually all major metropolitan markets. The other is Simmons Major Market Research Inc.

Advo also asked Simmons to quote a price for the 1987 results, and Simmons offered it for $50,600—its highest subscriber price. "They had no interest in buying at that price," said Simmons Director L. Kay Schultz.

Both Scarborough and Simmons started their syndicated newspaper research with an initial project released in 1983. The companies joined forces for a 1985 study. They later parted ways to resume work independently [**presstime**, Aug. 1986, p. 46].

The flap over Advo comes at a time when some executives worry about large newspapers' declining support of syndicated market research. The International Newspaper Advertising and Marketing Executives recently warned that the future of newspaper research could be "in serious jeopardy" if newspapers do not support the Scarborough and Simmons work.

Nearly 200 newspapers subscribed to the 1983 studies. The number dropped to 125 for the joint project. As of April 24, 139 had subscribed to this year's programs: 97 with Scarborough and 42 with Simmons. The subscribers this year include a larger number of smaller newspapers.

Deadline to sign up is mid-June, just before the data will be released. Simmons said it will issue its report in late June. Scarborough said its results will come out in mid-to-late July. —*C. David Rambo*

Media respond heartily to anti-drug campaign

The public service anti-drug advertising campaign is getting off to a rousing start, according to Thomas A. Hedrick Jr., market director for the Media-Advertising Partnership for a Drug-Free America.

Hedrick said responses from the media have been so numerous he had not been able to tally up all the donations of space and air time.

By April 18, The New York Times had run five full-page, anti-drug ads and The Wall Street Journal had carried three, Hedrick said. Knight-Ridder Inc. is distributing ads to all its newspaper members, he said.

The responses are all the more remarkable because the campaign has hardly gotten into gear, Hedrick said. The ads promised from the American Association of Advertising Agencies had not even reached most papers by late April, he reported.

The Media-Advertising Partnership for a Drug-Free America is a coalition of newspapers and other media, businesses and advertising agencies formed under the auspices of AAAA to carry out a three-year, anti-drug campaign [**presstime**, April 1987, p. 54].

Hundreds of AAAA volunteers will solicit space and time from local TV and radio stations, magazines and newspapers throughout the country, Hedrick said. □

FOA yields positive results

BY CRAIG C. STANDEN

Two years ago at the ANPA Convention in Miami Beach, the Newspaper Advertising Bureau's Board of Directors, in cooperation with ANPA, established the Future of Advertising project.

Since then, more than 140 senior executives from all facets of the newspaper business have contributed their time and effort to the 10 FOA task forces. These are the top people in our business and they have spent more than 2,500 hours in task-force work sessions.

It's an exciting adventure: getting the newspaper business ready for the 21st century. For perhaps the first time in history, an entire industry is *planning* its long-range future.

I'd like to use my column this month to recap what FOA has produced in its first full year of work. It's in the form of a checklist that you can use to see how well your newspaper is doing to get ready for the challenges of tomorrow:

□ **AD/SAT.** In just a year, AD/SAT has gone from an untested idea, endorsed by the FOA's Standardization Task Force, to a going business. With more than 100 newspapers expected to be fully operational in the satellite system by October, AD/SAT has had excellent acceptance from ad agencies and retailers, and it is aggressively pursuing business from them [**presstime**, April 1987, p. 52]. If your newspaper hasn't joined the network, it's worth considering. For information, call me at (212) 704-4500, or Buddy Hayden or Dave Farren of AD/SAT at (212) 330-0678.

□ **"The Guide to Quality Newspaper Reproduction."** Every art director and print production person at your local ad agencies and major retail advertisers—and everyone on your ad sales, art, production and photo staffs—should have a copy of this 55-page publication. More than 30,000 copies have been distributed by newspapers. It will pay for itself many times over by improving the quality, and thus the effectiveness, of ads in your paper. ANPA's Technical Services Department at (703) 648-1210 will take your order.

□ **"Readers: How to Gain and Retain**

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

cen · sor · ship \'sen(t)-sər-ship\ *n* **1 a:** the institution, system, or practice of censoring **b:** the actions or practices of censors: *esp* : censorial control exercised repressively

Webster's New Collegiate Dictionary

Here? In The USA?

Perhaps. A tobacco advertising ban, proposed in this year's Congress, is a clear infringement of free expression in a free market economy, and represents a dangerous form of censorship.

The Constitution has protected us from censorship for 200 years. Freedom of speech stands first in the Bill of Rights. And by a process of logical extension — and repeated legal interpretation — that guarantee has protected commercial speech as well.

The issue is not smoking. The issue is simply the abuse of a constitutional right by a few who would obstruct the flow of information in an attempt to bend human behavior to match their notion of the ideal, their concept of the acceptable.

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Them." If you want to increase circulation, and keep it going up, start by putting copies of this 64-page publication into the hands of every one of your managers—not just in circulation, but editorial and advertising, too. Circulation is everybody's business. Newspapers have obtained some 6,000 copies, and if you're not one of them, you may well be losing readers. Order from NAB's promotion department at (212) 921-5080, ext. 397.

☐ **Standard Advertising Invoice.** Some newspaper people think this is just something for the accounting department, but SAI is a lot more. It not only reduces billing problems with advertisers and is compatible with newspaper and advertiser computer systems, but it also helps newspapers get paid more quickly. One major retailer rates SAI as more important than Standard Advertising Units. Target date for implementation is December 1987. For a 20-page brochure on SAI, call the NAB promotion department.

☐ **Standard advertiser codes.** These are designed to tie in with Item 14 of the standard invoice by providing a 10-digit number to identify product category and advertiser name. Their use will simplify your accounting and billing procedures and reduce errors, make it easier for you to analyze sales data and sales-staff performance, quickly alert you to important new trends and ad categories, and greatly improve newspapers' ability to form and operate ad networks. To get more information, call NAB's Uldis Grava at (212) 704-4550.

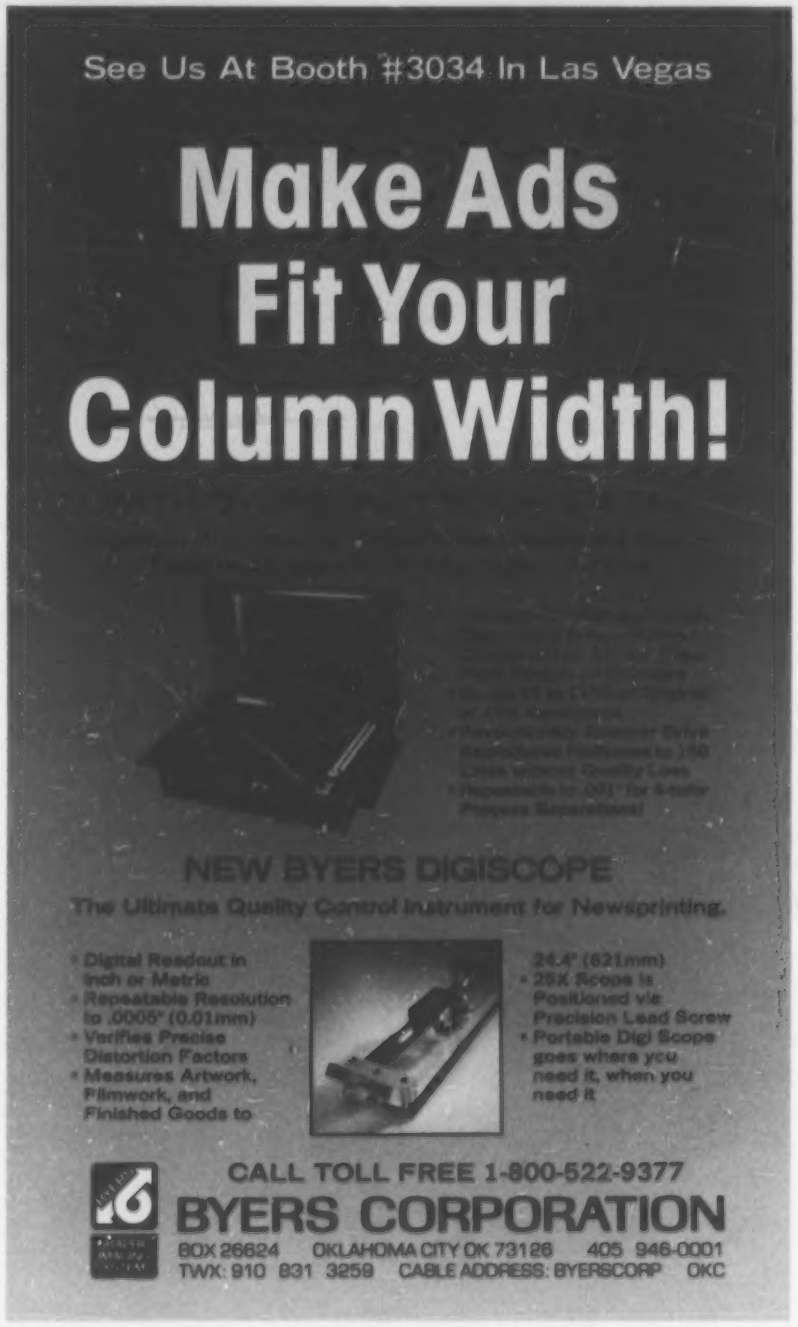
☐ **Guidelines for standardized retail research.** Every year, newspapers spend millions of dollars on local-market research for the benefit of retail advertisers. Now the FOA Task Force on Marketing Data has come up with a format on which everyone agrees—with standard methodology, standard demographics and standard readership data—to make all newspaper research equally useful to retailers. Many papers have converted to the new format. For information and a brochure, call NAB's Grava.

☐ **"Promoting Circulation Sales."** Once new subscribers have signed up, how do you keep them? Newspaper researcher John Mauro analyzed 15 circulation retention strategies used by 58 U.S. and Canadian dailies. This is a publication that should be read by everyone in circulation management, research management and general management. To order, call the bureau's promotion department.

☐ **"Opportunities in National Advertising."** One of our long-range problems, especially with national advertisers, is to make our pricing more competitive. This brochure contains the first concrete proposals ever made on an industry basis for dealing with our pricing problems. All four of its proposals should be considered by your newspaper. For a copy, call NAB's Grava.

☐ **"Measuring Retention and Circulation Sales Effectiveness."** With this 8-page guide, you can measure and evaluate circulation promotions in terms of which ones effectively generate and retain new readers. The publication contains a formula for comparing costs and benefits of promotions. It was developed by two Knight-Ridder circulation executives. Copies are available from NAB's promotion department.

Please give serious consideration to every item on this checklist and the same consideration to every new idea, program and publication developed in the future by the FOA task forces. ☐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References

San Jose Mercury News
Seattle Times/Post Intelligencer
Arizona Republic and Gazette
Kansas City Star & Times
Chicago Tribune
Orange County Register
Buffalo News
The Austin American Statesman
Denver Post
Rocky Mountain News
Edmonton [Canada] Journal
St. Petersburg Times
Atlanta Journal and Constitution
The Miami Herald
The Orlando Sentinel
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Providence Journal
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Newspapers fume at Reagan aide's testimony

Do only 18 percent of U.S. daily newspapers refuse to run questionable advertising as a matter of policy?

That was the message conveyed earlier this year to a federal advisory committee by Virginia H. Knauer, special adviser to President Reagan for consumer affairs.

Newspaper advertising leaders question the accuracy of the information.

Knauer appeared at one of a series of meetings sponsored by the Advisory Committee on Commodity Futures Trading Commission/State Cooperation. The meetings were convened to discuss ways to fight commodity fraud.

Committee Chairman Fowler C. West said there had been discussions about the "feasibility of having voluntary guidelines for publishers to use in screening their advertisements, but I don't know to what extent this has been done in the media."

In her testimony, Knauer said that "while a few reputable media have made concerted efforts to screen advertising for obviously false claims, most have not."

She cited a 1985 survey by a Washington, D.C., consumer newsletter showing that "only 18 percent of 1,700 daily newspapers surveyed specify that they do not accept questionable advertising."

Consumer Newsweekly obtained the 18-percent figure by analyzing the listings in the *1985 Editor & Publisher International YearBook*. In its July 1, 1985, issue, the newsletter reported: "Only 301 (or 17.9 percent) of the 1,688 dailies in the United States choose to show any listing under 'Advertising not accepted' in the 1985 E&P directory."

It is believed the newsletter is no longer being published.

Of the newsletter's methodology, newspaper advertising executive Leo L. Kubiet commented: "That's not very scientific." Unequivocally, he added, the conclusion is "absolutely false."

Kubiet, advertising director of the St. Petersburg Times, said the E&P listing is meant merely to indicate "flat-out rejections of any categories of advertising. . . . But it doesn't mean that (newspapers) don't have rigid standards on the acceptability of financial advertising or other kinds of advertising."

For example, under "Advertising not accepted" in the 1985 E&P *YearBook*, the Times listed only astrology and liquor (in color comics). Yet that same year, the newspaper revised and published a 21-page booklet titled "Advertising Standards of Acceptability." It includes an entire section dealing with financial advertising.

James T. Conner, classified advertising manager of the State Times and Morning Advocate of Baton Rouge, La., joined Kubiet in questioning Knauer's reliance on the newsletter analysis.

"Most newspapers that I've been in touch with, and I've been in touch with most of them around the country, are very conscious of screening their advertising to do what's right," he said. □

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Newspaper Advertising Sales

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TO ANDREW SCHNEIDER AND MATTHEW BRELIS FOR DOCUMENTING MEDICAL AND SUBSTANCE ABUSE PROBLEMS AMONG COMMERCIAL AIRLINE PILOTS.

Their reporting uncovered an outdated medical review of pilots by the federal government, including superficial examinations and lack of drug testing.

As a direct outgrowth of The Press' work, Congress held hearings, the American Medical Association advised physicians to report impaired pilots, the Federal Aviation Administration reassigned its top physician, and the Department of Transportation ordered random drug testing for pilots.

Now the reporting that achieved this dramatic turnaround has been honored with the 1987 Pulitzer Prize for Public Service.

Last year, The Pittsburgh Press received the 1986 Pulitzer Prize for Specialized Reporting for a series by Andrew Schneider and Mary Pat Flaherty on abuses in the worldwide organ transplant system.

Members of the Scripps Howard family have now won 33 Pulitzer Prizes.

SCRIPPS HOWARD NEWSPAPERS

Promotion hampered by too few coupon inserts

Executives of several newspapers around the country said the main reason they do not promote the value of coupons in their newspapers is that suppliers do not furnish enough free-standing coupon inserts for the full press run.

"The main issue is, we're not getting enough coupons," said Richard J. Lakus, circulation director of the Worcester (Mass.) Telegram and The Evening Gazette.

Last year the Audit Bureau of Circulations authorized a 12-month trial, beginning last Oct. 1, during which newspapers could promote the value of the coupons contained in that day's paper.

M. David Keil, president and managing director of the bureau, said he does not know the exact number of newspapers that are trying same-day promotions, but it appears to be relatively small [**preestime**, April 1987, p. 55].

"The suppliers furnish you with coupons based on your net paid circulation," said Lakus, current president of the International Circulation Managers Association. "This is substantially different from the total number of papers you distribute." Ideally, he explained, a newspaper would like to sell all the papers it places on the newsracks, but realistically, that seldom happens. This is one of the reasons the actual press run exceeds paid circulation.

"My paper can run as short as 20,000 (insert) coupons a week," Lakus reported. This leads to situations where subscribers call and complain that their Sunday paper did not have a particular coupon mentioned in a radio commercial.

Frank J. Savino, vice president/marketing for The Record in Hackensack, N.J., said the same situation exists at his paper. Although Savino said he was initially enthusiastic about the idea of same-day promotion of coupons, there are never enough inserts for all of the newspapers printed.

"For us to say we are carrying 'X' number of dollars worth of coupons today and then not to have them in the newspaper would be a disaster," he said. "I was very hot on the idea till it became a reality, and then I realized the pitfalls."

The Denver Post (morning, 227,105; Sunday, 425,454) began promoting same-day coupons last October on both Wednesday and Sunday, said Robert J. Masino, director of circulation. But Masino said that for the same reason—not enough inserts—the newspaper does not promote coupons regularly any more.

"Their (advertisers') primary objective is to reach the home-delivery subscriber," Masino said. "They just hesitate to give you more (for single-copy subscribers)."

To make up for shortages, the Post removes coupons from unsold single copies of early editions, then inserts them into later editions.

The Chicago Tribune is continuing to promote its coupons on newsrack cards and front-page stickers, although Vice President and Circulation Director Howard L. Hay acknowledged that the number provided by the insert printers does not equal the press run. "You try to squeeze as many coupons in as you can," he said, adding that the Tribune also recycles inserts from unsold returns of early editions.

Another strategy, he said, is to ensure that coupons are included in copies going to zones where their value is being promoted.

Executives of the three marketing companies that dominate the coupon-insert business–Quad Marketing, Valassis Inserts and Product Movers–agreed that newspapers do not receive a fully supply.

They explained that the package-goods manufacturers whose products are promoted in the coupons will not allow them to furnish enough for all single-copy sales. The potential for fraud is too great, because no one tracks the coupons in unsold single copies, they said.

Celeste Lazerrari, media manager for Product Movers, said her company polled the manufacturers a year ago because of newspapers' complaints about shortages. The manufacturers refused to increase supply beyond about 80 percent of the audited circulation, she said. —*Gene Goltz*

San Francisco workers fired for alleged circulation fraud

More than 30 employees of the San Francisco Newspaper Agency have been fired on charges of falsely inflating the number of unsold copies of the San Francisco Chronicle and the San Francisco Examiner.

The alleged fraud may have cost the agency, which prints and distributes the two San Francisco newspapers, many thousands of dollars, said Jesse Knight, vice president of marketing for the agency. That's because drivers were given credit at the going wholesale price for thousands of copies of newspapers they falsely claimed they did not sell, he said.

The agency is working with the Audit Bureau of Circulations on revising upward the true circulation of both newspapers, Knight said. The San Francisco Examiner (evening, circulation 145,014) sells 50 percent of its papers from newsracks, and the Chronicle (morning, 551,545) 30 percent.

Knight said in late April that although he could not give the precise number of employees who have been dismissed following an investigation by the newspaper agency, it was well over the 28 who had been let go by the end of March. It remains to be seen how many thousands of dollars have been fraudulently paid out and how many thousands of copies each newspaper will gain when true circulation figures are arrived at, Knight said. In both cases, he added, the figures will be "substantial."

Knight said the fraudulent scheme was uncovered by hidden cameras, which showed that drivers were not returning the vast number of newspapers they had claimed were unsold. As the investigation continues, Knight said he is certain that more people will be fired. □

L.A. Herald Examiner, USA Today experiment with joint home delivery

The Los Angeles Herald Examiner and USA Today teamed up for two weeks in March for an experiment in home delivery of both newspapers.

The Hearst Corp., owner of the Herald Examiner, agreed to deliver 3,600 copies of Gannett Co.'s USA Today in a cost-cutting test. Hearst is sending out follow-up questionnaires, asking people involved in the test whether they would consider taking both newspapers and what price they would be willing to pay.

Officials at the two companies said it is too soon to determine whether any joint distribution activities will result from the test.

USA Today (morning, circulation 1,179,052) said it has a home-delivered circulation of 19,500 in Southern California, of which about 10 percent are carrier-delivered. The remainder are delivered by same-day mail.

The Herald Examiner's circulation (morning, 241,454) is mostly single-copy sales, with about 55,000 weekday home deliveries by carrier. □

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POWER STRAP

Year-long, nine-city research project cites lack of reading time for loss of subscribers

New subscribers who quit a newspaper within a year cited "had no time to read" more than any other factor as a reason, according to new research.

The great majority of those surveyed–both those who dropped out and those who still subscribed after a year–also said they were generally pleased with the contents of their newspaper. That finding gave rise to the title of the report summarizing the research: "Love Us and Leave Us: New Subscribers One Year Later."

The results came from a 12-month study sponsored by the American Society of Newspaper Editors and the Newspaper Research Council, with cooperation of the International Circulation Managers Association.

The report was largely written by Virginia Dodge Fielder, vice president/news and circulation research at Knight-Ridder Inc., assisted by Beverly Barnum, corporate director/market research of Harte-Hanks Communications Inc.

It suggested that editors take people seriously when they complain they have no time to read; four out of 10 former subscribers indicated this was the case, and a nearly equal number said, "Papers kept piling up before they got read."

Further, the report said editors might want to consider using more anchored features, indexes, summaries and other devices to help people plow through the newspaper. "Brainstorm ways to help people use their reading time more efficiently," it advised.

The one-year research project involved 1,745 new subscribers of newspapers of various sizes in nine cities. By the end of the 12-month period, 53.1 percent were still subscribing, 43 percent had canceled and the status of the other 3.9 percent was unknown.

The researchers found that 22.1 percent of the 750 households that stopped taking the paper did so because the residents had moved. Those surveyed were found to be "an extraordinarily mobile group"; half had lived at their current address less than a year, and another quarter had lived in the local area less than a year.

The second-highest reason for quitting the paper–about 3 cases in 10–was problems with delivery.

The compilers of the report noted that the survey did not represent statistically accurate samples of readers, and that it did not represent all new starts in daily newspapers nationally. "Nevertheless," the report stated, "the results are persuasive."

Among other findings:

- 67 percent of "voluntary" starts kept taking the paper after 12 months, against only 45 percent of those labeled "pressure" starts—those resulting from a sales pitch.
- Nine out of 10 former subscribers rated the content of the newspaper they had quit as "good to excellent."
- Only 53 percent of former subscribers agreed that reading a newspaper daily is an important way to keep informed, compared with 76 percent of continuing subscribers.
- The second-highest reason for quitting the paper—about 3 cases in 10—was problems with delivery, including late and missing papers.
- Only 13 percent said they quit because they didn't like the news and feature content of the newspaper.
- Those who stopped taking the paper were more likely to be young, single, less than college-educated, apartment dwellers and living in households making less than $35,000 a year.

As a result of the survey the authors of the report made several suggestions, including:

- Circulation departments should recognize that while discounts and other selling techniques increase trial subscriptions, they also increase "churn"—turnover among subscribers.
- Newspapers should measure retention and circulation sales effectiveness by measuring costs-per-order of different types of starts, according to the system developed by the Future of Advertising Project [**presstime**, April 1987, p. 55].

The report was presented in April to the Newspaper Research Council meeting in Nashville and several days later to the ASNE Convention in San Francisco.

Fielder said ASNE paid $3,500 to cover part of the costs of interviewing and about $5,000 for printing the report, the NRC paid $3,000 for interviewing, and additional support came from Knight-Ridder, Harte-Hanks, The New York Times Regional Newspaper Group and the nine papers in the study. They were the Abilene (Texas) Reporter-News; The Record, Hackensack, N.J.; Chicago Tribune; The Dallas Morning News; The Ledger, Lakeland, Fla.; Lexington (Ky.) Herald-Leader; Press-Telegram, Long Beach, Calif.; The Washington Post, and the Yakima (Wash.) Herald-Republic.

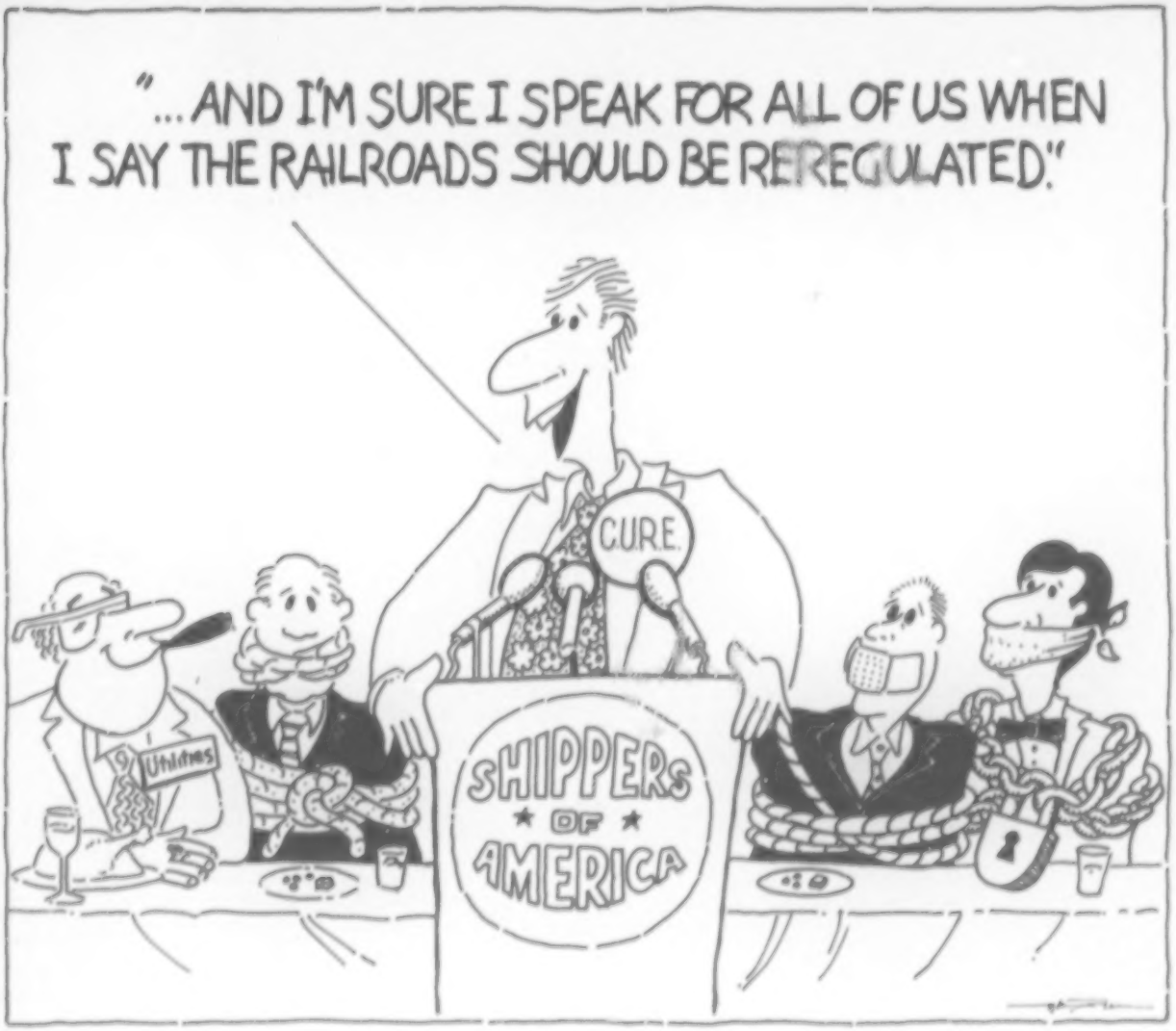
Copies have been distributed to members of ASNE. Additional copies are available for $5.50 each from ASNE Foundation, P.O. Box 17004, Washington, D.C. 20041. □

Hard times lead to newsstand thefts

As the economy got worse, the thefts increased. And before long it seemed that Milton B. Ryan, circulation manager for The Montana Standard in Butte-Anaconda, couldn't go anywhere without witnessing single-copy thefts.

- As Ryan was eating lunch at a popular Butte restaurant, he watched the cook insert 35 cents into a newspaper vending machine and remove about 50 copies of the 17,170-circulation morning paper. The cook proceeded to hand them out to customers. When Ryan complained, the restaurant manager reprimanded the cook but took no other action.
- Just outside the newspaper's business office, Ryan watched as a woman inserted 35 cents and took out numerous copies, one by one. When she looked up and saw Ryan watching her, the woman reacted with grace under pressure. She reached into her purse for coins and began steadily inserting them into the slot.
- Ryan has seen apartment residents pay for one paper and load up with extra copies for neighbors.

Ryan said a staggering 25 percent of the Standard's newsstand copies are lost to theft. He thinks it is largely a result of the falling prices of copper, which led to the closing of Butte's economically vital Anaconda Copper Co. mines. □



Some people who claim to speak for everybody are really speaking for almost nobody.

For example, there's a group in Washington calling itself Consumers United for Rail Equity (C.U.R.E.) that claims to speak for rail shippers. It's a group that is supported principally by the coal and electric utility industries. And it's seeking revisions to the Staggers Rail Act of 1980 which–if they benefit anyone–would primarily benefit the coal and utility industries at the expense of most other rail customers.

Most shippers–87 percent of those surveyed recently–are happy with the improved service and rates brought about by deregulation. They don't want to see this progress reversed. And they certainly don't want to change a law that has revitalized failing railroads and made it possible for all railroads to become so competitive with each other and with other modes of transportation that rates overall are dropping.

Even the rates paid by C.U.R.E.'s supporters for shipping coal have dropped for the past two years. Down 2 percent in 1985 and down 2.5 percent in 1986. They're now at their lowest level since 1981. In addition, the contracts made possible by the Staggers Act have assured many utilities of low rates in the future.

Nevertheless, C.U.R.E.'s members think they can use federal and state governments to lower their rates still further.

Maybe. But if they win, most other rail shippers will lose–through higher rates, deteriorating service, and–as railroads decline–perhaps through loss of service altogether.

If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the facts, write Media Information, Association of American Railroads, 50 F St., N.W., Washington, D.C. 20001, Dept. 712. If you're on a deadline, call (202) 639-2555.

ASSOCIATION OF AMERICAN RAILROADS

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Unions seek monitoring curbs

Electronic monitoring of employees' work is emerging as one of the hot labor issues of the '80s among unions both inside and outside the newspaper business.

"It's a growing issue on the office scene, especially keystroke monitoring," said David J. Eisen, director of research and information for The Newspaper Guild.

Morton Bahr, president of the Communications Workers of America, has called monitoring "a worker-rights' issue for all workers."

"We haven't encountered it as much as other unions," said Walter Lypka, education director of the Graphic Communications International Union, "but it's a further erosion of workers' privacy. A matter of principle is involved."

The systems at issue can, for example, show the number of telephone calls answered, the handling time and the customer waiting time. Such monitoring is much more prevalent at telephone companies, airlines and insurance companies than at newspapers.

The congressional Office of Technology Assessment is preparing a report on the growth of electronic monitoring in the workplace for the House Government Operations Committee and the House Judiciary Committee's Subcommittee on Civil and Constitutional Rights. An OTA spokeswoman said the report is expected to be released in late May or early June.

Supervisor and employee check record of calls.

An earlier report commissioned by the congressional office cited the failure of today's computer-based monitoring techniques to measure quality of work along with quantity. Research for the report by professors at the University of Wisconsin included a survey of Guild-represented classified advertising employees at The New York Times and the St. Paul Pioneer Press and Dispatch.

Several other newspapers are known to maintain computer-generated records of the productivity of workers in their classified departments and in their circulation departments' customer-service areas.

The report prepared for the OTA said that controlled access to the records resulting from monitoring systems was a source of conflict between classified employees and management.

All employees who participated in the survey conceded that computerization had made their jobs easier and helped them work more efficiently, but most respondents said the monitoring systems did not enhance their performance.

The Guild and other unions, including the CWA and the GCIU, have participated in OTA discussions on the subject. In response to a draft of the forthcoming OTA report, the unions and the AFL-CIO contended that computer monitoring increases job stress, thereby threatening workers' health and hindering job performance and satisfaction. The group submitted to the OTA 34 case studies of electronic monitoring systems installed by employers.

The group pointed out that many of those case studies identified health effects "believed to be caused or promoted by computer monitoring," including anxiety, depression, headaches, gastrointestinal disorders, hypertension, eyestrain, musculoskeletal symptoms and chest pain.

Separately, the Guild called upon the OTA to endorse legal prohibition of monitoring of individual employee performance, as recommended by an international conference of unions in Switzerland in 1984. Eisen said that OTA's draft report contained findings that would support such an endorsement.

Eisen said the argument against such a ban in another part of the draft—that it might best be left to union-management resolution—was undermined by the draft's recognition elsewhere that U.S. office workers largely are not represented by unions.

The issue has been raised by the Guild in at least one city during recent negotiations for a new labor agreement. R.L. (Ralph) Wray, employee relations director at the St. Paul daily, said the Twin Cities Guild had proposed, among other things, that the new contract contain a prohibition against "secret surveillance," that monitoring not be used in disciplinary proceedings, that there be restrictions on monitoring and that a joint management-Guild committee be formed on the issue. None of the Guild's proposals were incorporated into the contract ratified in March by the unions' members.

"I don't think there should be anything secret about it," Wray said. "Monitoring can be misused, but if used appropriately it can be a very useful tool for both employees and management." He added that any recording of information at the newspaper is shared with employees.

Newspaper labor specialists also point out that before computers came along, monitoring was done visually by supervisors, and that time studies and stop watches have been part of the workplace for years.

The AFL-CIO's Executive Council, at its winter meeting in Bal Harbour, Fla., said the federation will press for legislative measures aimed at curbing "abuses" of monitoring.

Toward that goal, Rep. Don Edwards [D-Calif.] has introduced a bill (HR 1950) that would amend federal wiretapping laws to make it unlawful for an employer, or an agent of an employer, to listen in on an employee's work phone call unless a repeating audible tone is utilized to warn parties involved in the call. The bill is supported by the CWA., which has adopted the slogan "Don't Bug Me." *–Clark Newsom*

Minimum wage bills

Bills have been introduced in the U.S. Senate and House to increase the $3.35 hourly federal minimum wage in three steps to $4.65 by Jan. 1, 1990. The current minimum became effective Jan. 1, 1981.

Effective Jan. 1, 1991, and Jan. 1 of each succeeding year, the minimum wage would be adjusted to equal 50 percent of the average private, non-supervisory, non-agricultural hourly wage as determined by the U.S. Labor Department's Bureau of Labor Statistics.

The bills are supported by the AFL-CIO. □

How FMC systems keep business in motion

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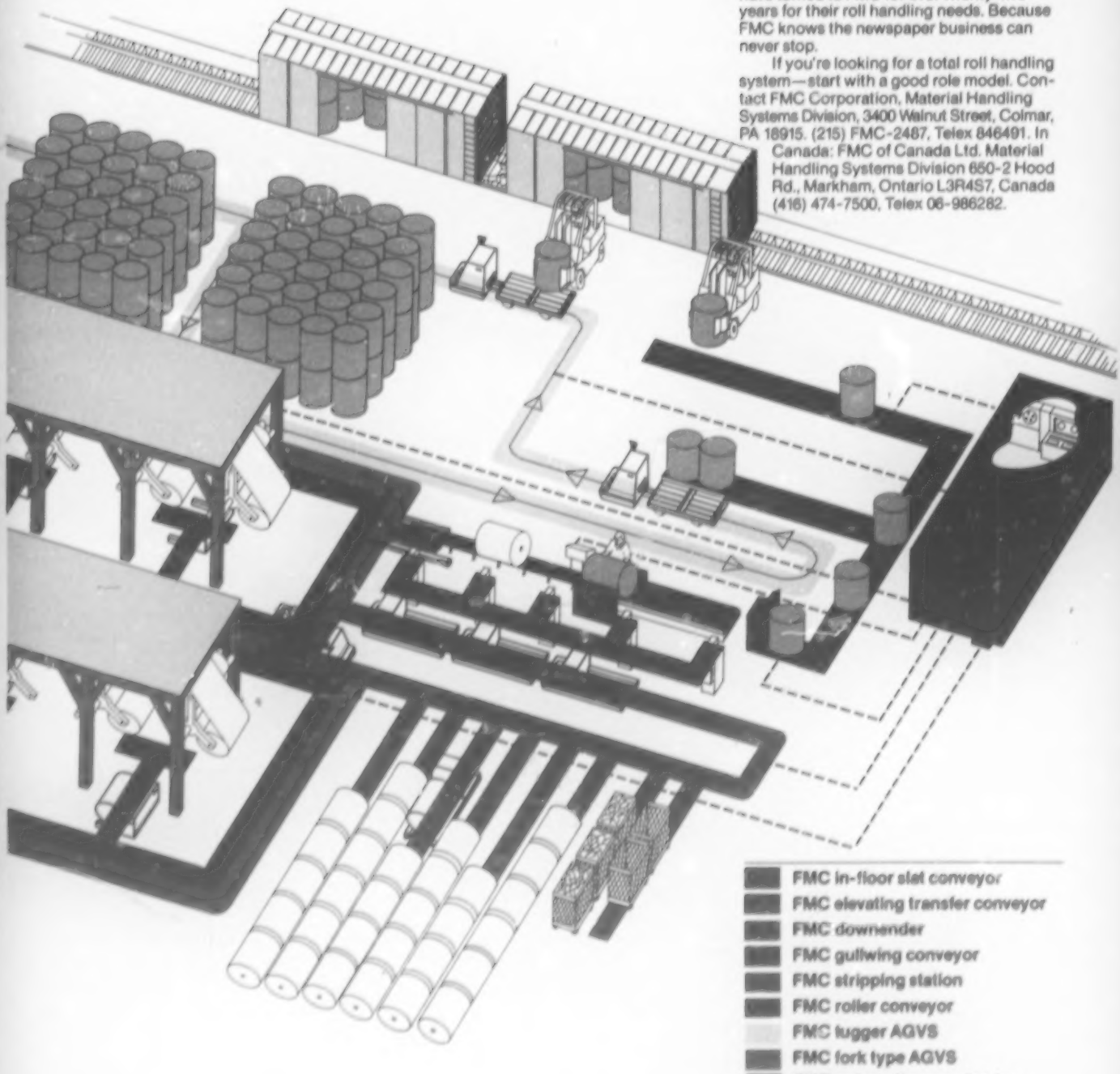

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NLRB orders newspaper to drop code of ethics

The National Labor Relations Board has ordered The Mercury of Pottstown, Pa., to rescind a code of ethics it promulgated in 1974.

The board found that the newspaper had violated the Taft-Hartley Act by refusing to bargain with Local 10 of The Newspaper Guild about terms, conditions of employment and penalties embodied in the code. The case had been remanded from the U.S. Court of Appeals, District of Columbia Circuit.

The Mercury, an Ingersoll newspaper, had not decided by press time whether to appeal the board's decision.

The code established standards of accuracy, objectivity and fair play. It prohibits acceptance of gifts and favors, and requires employees to avoid any activity or conduct that could compromise the newspaper's integrity.

The board had ruled in 1977 that the newspaper had no duty to bargain with the union over code provisions but did have such an obligation regarding penalties.

The Guild appealed to the Court of Appeals, which in 1980 directed the board to re-examine the code to determine whether it fell within the category of mandatory bargaining subjects under the act [presstime, Oct. 1980, p. 41].

In its latest decision, the board agreed with the court that, as a general principle, rules like code provisions and their penalties "should not be artificially severed from each other" for purposes of bargaining.

The board said that a news publication is free to establish reasonable rules to protect its editorial integrity without necessarily being required to bargain. However, the board said, a publisher's degree of control "is not open-ended." In determining whether an employer—without prior bargaining—may impose rules or codes of conduct governing employee behavior, the board said the rule "must on its face be narrowly tailored in terms of substance" without being overly broad, vague or ambiguous.

Re-examining The Mercury's code under those criteria, the board said the code as a whole did "not withstand such scrutiny and must be rescinded."

The board noted that the code applies to "all employees," not just reporters and editorial personnel. The code contains a "pledge" stating that any employee "who does not wholly and fully subscribe to these tenets should make himself known now and state his reasons." The board said this pledge, in effect, unlawfully requires the employee to bypass the bargaining representative and bargain directly with the company.

In addition, the board said the code provisions were "substantially overly broad" rather than "narrowly tailored." For example, the board said, if an employer wishes to address the subject of an employee's secondary employment, "we deem it incumbent on the employer to distinguish between employment which would constitute a clear and improper conflict of interest, and that which does not. We find no such distinction made here."

With respect to The Mercury's attempts to curtail other outside activities—such as "political involvement," service in community organizations or conducting their "personal lives" in a manner that reflects adversely on the newspaper—the board said it agreed with the court that such regulation "interferes substantially with the civil and economic rights of the employees" and on their private lives.

Preservation of editorial integrity does not necessarily require employee abstention from political participation, according to the board decision.

In other sections of the code, the board found "vagueness and certain ambiguities." Such "infirmities," the board said, may be "tolerable" where a company wishes merely to announce its goals as part of an effort to improve the newspaper's quality and credibility. "But they are not acceptable where, as here, an employer seeks unilaterally to impose such imprecision on employees in the form of rules which affect their terms and conditions of employment, and for breach of which the employees may be subject to discharge."

The board added that its decision did not preclude the newspaper from establishing a completely new ethics code, "subject to the standards set forth above."

(Peerless Publications Inc. and Newspaper Guild of Greater Philadelphia, 283 NLRB No. 54) □

Ruling in Concord 'professional' case is not expected soon

It may be 1989 before a federal judge rules on whether newspaper reporters, photographers and non-supervisory editors should be classified as "professional" employees—exempt from the overtime requirements of the Fair Labor Standards Act.

Post-trial briefs in the closely watched case involving the Concord (N.H.) Monitor were filed in July 1986 [presstime, Aug. 1986, p. 49]. The case was heard in Concord by Chief U.S. District Judge Shane Devine.

The reason a ruling is not expected soon, according to several people close to the case, is that the court has only two judges to handle an unusually heavy caseload.

"The other judge is swamped, and Devine is helping him," said an attorney involved in the case, *Secretary of Labor v. Newspapers of New England Inc.*

Monitor President George W. Wilson said it is his understanding that "there are other decisions due from (Devine) from cases that were argued up to two years ago."

There is "no way to tell" when a ruling might come, said John S. Casler, attorney for the U.S. Labor Department.

In a related matter, Herbert J. Cohen, deputy administrator of the department's Wage and Hour Division, which is considering whether reporters should be exempt under the FLSA, said a notice of proposed rulemaking is scheduled to be published in the Federal Register in October [presstime, April 1986, p. 64]. □

Increase in elections

There were 29 union representation elections conducted by the National Labor Relations Board at newspapers in 1986, compared with 23 in 1985. The number lost by unions rose with the increase in number of elections. Last year, unions won nine and lost 20. In 1985, unions also won nine but lost 14 [presstime, March 1986, p. 25].

Recent contract settlements

Houston Post, Mailers: Three-year agreement covering mailroom employees; effective July 15, 1986.

Winnipeg (Manitoba) Free Press, CWA, GCIU: Three-year agreements covering separate units of composing room employees, editorial and commercial employees, and pressroom employees; retroactive to Oct. 1, 1986.

(Details in April and May 1987 ANPA Labor & Personnel Relations Letters.)

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In Houston, a man, one of tens of thousands, was arrested for entering this country illegally. He was placed in a privately run jail. And killed when he was suspected of trying to escape.

Who is responsible? The private corrections company or the state?

In Pennsylvania, a judge ordered a privately operated prison to return 55 out-of-state inmates the prison managers had brought in to increase their profits.

Private prisons are the most dangerous aspect of the policy of privatization—the transferring of certain public service to private enterprises. Maybe that's why many states have considered "contracting out" prisons, but very few have even experimented with it.

Out of 4,000 state and local corrections facilities, only thirty privately run prisons or jails are now operating in the U.S., according to the National Institute of Corrections.

Law enforcement and legal experts agree that privatizing prisons would leave governments liable for the actions of a private company.

Imprisoning a citizen is one of the most drastic acts governments can take. Government, and government alone, should have the legal responsibility and liability of incarceration.

There could easily be fundamental conflicts between a private firm's profit motive and a government's duty to ensure the fair administration of justice.

Private jails run the risk of bringing cost considerations into the forefront of public safety. Salary and benefits make up around two-thirds of corrections costs. Several major corporations involved in privatization say that hiring fewer people and cutting salary and benefits is one way they plan to make a profit. This in a nation where staff-to-inmate ratios are already dangerously high.

There are deep legal and ethical questions concerning "contracting out" prisons.

Do you think a private parole board should decide who they can let out of prison?

Should private guards judge the conduct of an inmate which affects the length of time a person should stay in jail?

Should we let some of our citizens profit from the punishment of others? (With private contractors, the more prisoners they have, the more money they make. There is no incentive to rehabilitate.)

Can a city or state legally relinquish its responsibility or liability for the incarceration of inmates?

From every angle, "contracting out" of prisons is bad policy and bad government.

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Drug, other tests on upswing at newspapers

BY MARK INGHAM

Nine percent of the newspapers responding to a new ANPA survey on personnel practices report that they ask job applicants to submit to a test for drug use.

Pre-employment drug testing is nearly twice as prevalent at newspapers with one or more labor unions, compared with non-union newspapers.

This information is among the preliminary findings from the survey, which was mailed to ANPA-member newspapers early this year by the Association's Human Resources Department [**presstime**, Jan. 1987, p. 58].

Except for newly added questions such as the one about drug screening of job seekers, responses are being compared to those drawn from a similar survey conducted in 1981. The goals are to identify developing trends in personnel management in the newspaper industry and to provide members with information on a variety of personnel issues.

Ingham is ANPA personnel relations asssociate.

As of late-April, 415 completed survey forms had been returned to ANPA—a 30-percent response rate. While statisticians believe that figure approaches an acceptable rate of return, response to the first survey was close to 39 percent [**presstime**, Dec. 1981, p. 44].

Additional responses are being sought to enhance the statistical accuracy and reliability of the final results.

On the matter of pre-employment testing besides drug screening, the survey shows a clear upswing. Those giving job applicants an overall physical examination have increased from 9.5 percent of the respondents to 31 percent. In addition, 38 percent give an aptitude test, up 3 percentage points from 1981 [**presstime**, Oct. 1986, p. 38].

According to other preliminary findings:

- The number of newspapers with a personnel manager has increased from 45 to 52 percent.
- The number of personnel departments with more than six employees has increased from 17.5 percent of the total to 25 percent.
- The number of newspapers budgeting 1 percent or more of their operating budget (other than wages and benefits) for the personnel function has increased from 25 to 31 percent.

Responses to the current survey indicate that of those newspapers where unions lost one or more representation elections in 1986, 75 percent had a personnel department. Since the previous survey, there has been a slight decline in respondent newspapers with one or more unions—from 51 to 49 percent.

In the employee-benefits area, some forms of coverage have increased. In 1981, 5 percent of respondents indicated that they offered employees some form of "cafeteria" benefits, whereby workers select from several options [**presstime**, June 1983, p. 28]. Current responses show that figure has risen to 8 percent. Also, only 30 percent of the responding newspapers pay the full cost of hospitalization/surgical benefits compared with 51.7 percent in 1981.

There has been a slight increase in the percentage of newspapers offering pension coverage for their employees, from 86 percent in 1981 to 88 percent in 1986. In addition, the portion with non-contributory plans has increased from 73 to 76 percent.

In another area, the practice of permitting flexible scheduling of work hours has grown. In the new survey, 18 percent of the newspapers said they allowed "flextime" scheduling, compared with 16 percent in 1981. The departments most likely to operate with employees on a flexible schedule are production and editorial.

Another question new to the survey and for which there is no comparative data concerns job-sharing—where two people share one full-time job. Fifteen percent of the respondents report they have job-sharing positions. Once again, the departments most likely to have job-sharing arrangements are production and editorial.

Another development is the reduction in the numbers of employees in certain departments, especially when analyzed by circulation size. Newspapers with circulations of more than 500,000 have decreased the average number of composing room employees from 292 in 1981 to 198 in 1986.

As more surveys are returned, the data will be refined to provide greater depth to the analysis, according to Patricia P. Renfroe, ANPA manager/personnel relations. A complete report eventually will be mailed to all ANPA-member newspapers. □

Drug booklet distributed

The problem of drug abuse is a growing one for newspaper managers, according to the chairman of ANPA's Environmental Task Force. But most managers lack information about drug-screening programs, said Michael Stern, production manager of Syracuse Newspapers Inc.

To remedy this situation, ANPA has sent copies of a booklet, "Urine Testing in the Workplace," to every member newspaper.

In a cover letter, Stern said the booklet, developed by the American Council for Drug Education, "is intended to provide newspaper executives with an overview of the subject that can be used in conjunction with other information generally available to them locally." The intent is to enable them to "make an informed, independent decision about what is best for their employees, their newspaper and ultimately their community," Stern said.

The booklet includes information about the legal issues of urine testing, analytical methods for testing and the process of selecting a laboratory.

Union files lawsuit over personnel files

Local 51 of The Newspaper Guild has filed a civil suit against The Milwaukee Journal and Milwaukee Sentinel charging the newspapers with unlawfully withholding from employees "secret" information contained in their personnel files.

The suit, filed in Milwaukee County Court, seeks an injunction that would forbid the company from collecting personal information that is unrelated to employees' work performance. The plaintiffs are the union and 14 members of its executive board.

A Wisconsin "open records" law provides that employees have the right, with certain exceptions, to look at their personnel files. The right to inspect does not apply to such matters as test results and material used by the employer for staff-planning purposes.

The company said it is legally entitled to withhold certain confidential information from the union.

The suit stems from disclosures made during a hearing before an NLRB administrative law judge that two sets of personnel files are kept—one in the newsroom and one in the personnel department. The hearing concerned the company's proposal made during negotiations for a new contract that all pay for editorial employees be based on merit [**presstime**, Nov. 1986, p. 34]. A decision by the NLRB judge is pending.

The union represents about 300 editorial employees at the newspapers. □

Pay-for-performance system embodied in Guild contract

A new labor agreement negotiated between Local 82 of The Newspaper Guild and The Seattle Times contains a pay-for-performance system for the first time in a Guild contract.

A separate contract covering editorial employees of the Seattle Post-Intelligencer also was concluded. The newspapers operate under a joint operating arrangement whereby the Times handles all but editorial functions for the Post-Intelligencer.

A key change in the new Times contract is that advertising sales personnel will not get a general wage increase; instead, they will share a minimum pool of incentives from which monthly commissions will be paid depending on individual sales performance. Under the contract, grievances over performance pay are not subject to arbitration, but there is an internal appeals procedure.

Another provision creates the new job classifications of zone reporter or zone photographer. Employees so classified will receive between 65 and 70 percent of the pay of main-office reporters and photographers, depending on experience. Wages of current suburban reporters and photographers are protected by a "grandfather" clause in the contract.

The Guild represents about 770 employees at the Times and about 125 at the Post-Intelligencer. Employees received a lump-sum contract-ratification bonus of up to $1,000 for those making at least $600 a week, with smaller bonuses for those making less. The bonus was in lieu of retroactive pay in the contract back to the effective date of July 22, 1986.

The Guild had threatened to strike over new contract terms but did not receive the support of other unions [**presstime**, March 1987, p. 62]. □

Fired driver wins unemployment benefits

A delivery truck driver for The Spokesman-Review and Spokane Chronicle who was discharged for tardiness was entitled to unemployment benefits, the Court of Appeals of Washington state has ruled.

The driver was fired after being late to work 14 times during the 15 months prior to his discharge. His schedule required him to be at the company's loading dock by 12:45 a.m.

The state's Employment Security Department had denied benefits to the former employee on grounds that he had been discharged for misconduct. He appealed to a county court, which subsequently ruled in his favor. The Employment Security Department appealed that decision to the appellate court, and once again the former employee prevailed.

The appellate court noted that "misconduct" is not defined in the state's Employment Security Act. Moreover, the court said, there were no general guidelines or "rules of thumb" that define when tardiness becomes chronic or excessive so as to fit within the definition of misconduct. Each case must be judged on its own facts and circumstances, the court said.

The court ruled that the driver's conduct did not "amount to the misconduct necessary" to deny him benefits. It noted that the last two instances of tardiness were beyond his control because they were caused by power failures that stopped his alarm clock.

In addition to the unemployment benefits, the man was awarded $2,130 in attorney's fees. □

GCIU affiliation fails

Members of an independent union at Dow Jones & Co., publisher of The Wall Street Journal and other publications, have rejected a proposal to affiliate with the Graphic Communications International Union.

The members of the Independent Association of Publishers' Employees voted 568 in favor of affiliation and 530 against. Approval by two-thirds of the membership was required [**presstime**, July 1986, p. 73]. □

Arbitrator says Denver paper is free to subcontract

The Rocky Mountain News of Denver did not violate a labor agreement with Local 74 of The Newspaper Guild when it unilaterally subcontracted janitorial work, an arbitrator has ruled.

In October 1985, the newspaper moved most of its operations into a new, five-story structure adjacent to its original three-story building. The company subcontracted for janitorial services to be performed in the new building; later, it added janitorial work on the first floor of the old building to the subcontract.

William W. Fletcher, president of the newspaper, said the subcontracting decision was made to effect a substantial reduction in maintenance costs and to obtain specialized maintenance of the glass, marble, granite and wood interior of the new building and refurbished first floor of the old building.

None of the company's 18 custodians was laid off because of the subcontracting.

The union contended that the subcontracting violated its labor agreement because the janitorial work had been performed by its members for some 30 years. The agreement states that no work being performed by covered employees will be assigned "to other employees of the publisher" who are outside the Guild's jurisdiction.

Arbitrator John Phillip Linn, professor of labor law and arbitration at the University of Denver College of Law, found that during contract negotiations the company had rejected Guild proposals to limit subcontracting work.

"Given this history of contract negotiations," he ruled, the newspaper retained the right to subcontract.

Linn also found that the company did not violate the labor agreement by subcontracting the work without prior notice to or discussion with the union. □

NLRB elections

Agana (Guam) Pacific Daily News, Teachers: Newsroom employees voted 11-8 against representation by Local 1581 of the American Federation of Teachers.
(NLRB Case No. 37-RC-2863)

Columbus (Ohio) Dispatch, Guild, Teamsters: Employees in the inside circulation department and single-copy rack division voted against further representation by The Newspaper Guild and in favor of representation by the Teamsters. The vote was 47 for the Teamsters, 1 for the Guild and 40 for no union.
(NLRB Case Nos. 9-RC-15014, 9-RD-1364)

South Bend (Ind.) Tribune, Teamsters: Bundle delivery drivers voted 24-5 against representation by Local 364 of the Teamsters.
(NLRB Case No. 25-RC-8413)

Jury finds Daily News discriminated against blacks

A Manhattan federal District Court jury is scheduled to begin deliberations May 11 on financial damages due four black editorial employees of the New York Daily News.

The jury decided April 16 that the newspaper had discriminated against the four between 1979 and 1982 by giving them fewer promotions and lower salaries than were given to white journalists with comparable experience and qualifications.

All four—reporter David W. Hardy, copy editor Causewell Vaughan, Assistant News Editor Steven W. Duncan and Manhattan Cultural Affairs Editor Joan Shepard—still work at the News.

John M. Dunleavy, assistant to the publisher, said the verdict would be appealed. He said the newspaper "remains convinced" that it did not discriminate against the staff members. "The News believes its presentation to the federal jury was severely hampered by the trial judge's highly prejudicial rulings, which excluded key witnesses and evidence."

U.S. District Judge Miriam Goldman Cedarbaum presided over the trial. It was the first courtroom case involving a race-discrimination case brought by editorial employees against a major news organization [presstime, March 1987, p. 63]. Out-of-court settlements have been made in other cases.

Albert E. Fitzpatrick, president of the National Association of Black Journalists, said the verdict "will make editors take a look at the minorities on their staffs and see if they are really being treated fairly and given opportunities to succeed in the newsroom." Fitzpatrick, who is assistant vice president/minority affairs for Knight-Ridder Inc., said he sees "a positive thing coming out of this. The awareness factor will be heightened throughout our newsrooms."

Dunleavy of the News said "we feel strongly that we've made progress in minority hiring in recent years." Of the 445 people in the newsroom, 13 percent are minorities, he said.

According to a 1987 survey by the American Society of Newspaper Editors, 6.56 percent of U.S. newsroom employees are minorities (black, Hispanic, Asian American and American Indian). □

'Focus on Daily News' in labor negotiations

Negotiations with 10 unions for renewal of labor agreements that expired March 30 at the New York Daily News, the New York Post and The New York Times are continuing, although talks at the latter two papers are "on the back burner," according to a union official.

"The whole focus is on the Daily News," said George E. McDonald, president of New York Mailers' Union No. 6 and head of the Allied Printing Trades Council, an umbrella group that represents the 10 unions. Tribune Co. of Chicago, owner of the Daily News, has asked for concessions from the unions [presstime, Jan. 1987, p. 56]. "The unions want to know what investment the Tribune Co. will make," McDonald said.

Other union officials predicted new contracts are unlikely to be agreed upon before this summer. □

Court reinstates sex discrimination case in Cleveland

A 15-year-old case charging The Plain Dealer of Cleveland with sex discrimination has been revived by the 6th U.S. Circuit Court of Appeals.

In a 2-1 ruling, a panel of the court overturned a federal District Court judge who last year granted the newspaper's motion for summary judgment [presstime, March 1986, p. 56].

A company spokesman said The Plain Dealer is filing a petition for a rehearing before the full court.

The case began in 1972 when Local 1 of The Newspaper Guild filed a charge with the Equal Employment Opportunity Commission.

The union alleged that the newspaper was discriminating against women in the editorial department in terms of merit pay, promotions, assignments, and other terms and conditions of employment.

In 1982, the EEOC informed the Guild that conciliation efforts had failed. The Guild then filed a class-action suit in U.S. District Court.

U.S. District Judge Thomas D. Lambros held that the Guild had not presented a sufficient explanation for its delay in bringing suit. But the majority of the appellate court panel disagreed, saying the delay was caused by the newspaper's "own stonewalling" and refusal to cooperate with the EEOC. □

Two Canadian dailies struck by GCIU

Two dailies in Ontario have been struck by local unions of the Graphic Communications International Union in unrelated disputes over renewal labor agreements. Both newspapers are continuing publication.

The Cornwall Standard-Freeholder was struck April 2 by members of the Montreal local, which represents employees in the pressroom and another unit of employees in the advertising, business and circulation departments. Two pressmen and nine clerical employees are on strike at the 17,056-circulation paper. Agreements covering the two units expired June 30, 1986.

The Brampton Times was struck March 30 by members of the Toronto local, which represents pressroom employees. Two pressmen are on strike. The agreement at the 7,921-circulation daily expired Oct. 31, 1986. □

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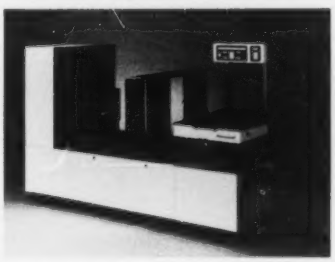

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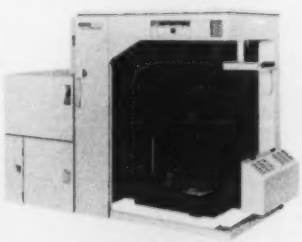

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For the first time since 1983, the Association takes its annual trade show to flamboyant, fast-paced Las Vegas.

The 59th annual event, previously known as the Operations Management Conference & Exposition, was renamed this year to ANPA/TEC '87—the ANPA/ Technical Exposition and Conference. Although the name has been streamlined, the show has not.

The June 6-10 equipment Exposition will take up about two-thirds of the Las Vegas Convention Center, the second largest exhibit hall in the United States. More than 280 exhibitors have contracted for 310,000 square feet of booth space, setting records yet another time. (Adding aisles, room between booths and other needs, the overall space requirement will be on the order of 600,000 square feet.)

There will also be the customary three days of Conference sessions.

Larry D. Strutton, chairman of the ANPA/ TEC '87 Arrangements Committee and vice president/operations for the Los Angeles Times, said stock-market analogies are being used as the themes for each day's general session. On Monday, June 8, the focus will be on "The Market" and how newspapers can meet the competition. "The Issues" of press decisions, ink and quality will be featured the next day. And on the closing day, June 10, "The Futures"—live demonstrations that will offer a look at developing technology—will be featured.

Ten symposiums also will be conducted over the three session days [presstime, Feb. 1987, p. 58].

More than 10,000 people are expected for the event. Deadline for preregistration was May 1, but on-site registration will be available during each of the five days of ANPA/TEC '87.

The final program and a complete list of exhibitors and their booth numbers will be published in the June issue of presstime.

On June 7, presstime will sponsor its third annual Exposition and Conference "Fun Run" for attendees and their families. The two-mile course for runners, joggers and walkers will start and end at the convention center. Trophies will be awarded to the top finishers in the men's and women's divisions, and all people who complete the course will receive a presstime T-shirt commemorating the event and ANPA's centennial year.

Strutton predicted a warm reception for exhibitors. He believes the Las Vegas show will build on the brisk business generated by the 1986 Exposition in Atlanta. "Newspapers are really in a buying mood these days. There's a real boom out there in construction and in new equipment purchases," he said.

"In 1986 we had serious lookers, and this year we will have a lot of people who are looking to buy. The show represents the best chance to see all of the equipment you may be considering in one place so comparisons can be made."

Strutton said electronic photography and advancements in press technology will attract attention in Las Vegas. Electronic photography appears ready to live up to its promise of the past few years, the Times executive said. Many newspapers that postponed press purchasing decisions in recent years need to make those kinds of decisions soon, he added.

ANPA/TEC '87 Director Peter P. Romano, ANPA director/technical services, agreed and said ad-makeup terminals and personal computers for desktop publishing and other uses also should draw crowds.

As is always the case, some vendors decline to tip their hands until the opening of the show. However, many companies surveyed or interviewed plan to show a great variety of equipment never before shown at an ANPA Exposition. This year's equipment parade will include:

ELECTRONIC PHOTOGRAPHY

Electronic photography seems poised to turn dreams into reality this year, according to Strutton and other observers. Because of the relatively inexpensive equipment involved, they believe this new technology can enable even small newspapers to offer good color reproduction.

- *Associated Press*'s Visual Newsroom will feature the wire service's electronic darkroom, electronic cameras and its Access retrieval system that delivers AP graphics directly into a newspaper's graphics computer.
- *Canon USA Inc.* will demonstrate its still video system that includes a still electronic camera, a recorder, a printer and a transceiver for sending photographs over telephone wires.
- *Sony Corp.* will demonstrate its SG6x-10 Pro Mavica still electronic camera as well as the portable Pro Mavica video player/recorder and the CSS-100 color still system.
- *Tecnavia S.A.*, will demonstrate its Picture Store and Forward newsphoto management system. It retrieves—instantly and on-screen—any photo in computer storage. Up to 700 images can be stored at a time, the company said, and the system can be linked to full-page pagination equipment.
- *United Press International* will demonstrate its Pyxys digital picture transmission system. It

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SCANNERS, COLOR EQUIPMENT

For newspapers, good color has traveled the road from special, occasional use to necessity in a relatively short period of time. As the use of color increases, so do the equipment choices. Visitors to this year's show will witness the continuing evolvement of electronic scanners and other equipment.

- *Agfa-Gevaert Inc.* will demonstrate its Reco-Print photographic color proofing system for newspapers and its 6100-S Daylight Horizontal Camera that can be used with CopyColor proofing materials to reseparate wirephotos.
- *Chesley F. Carlson Co.* will set up a darkroom and produce high-speed color proofs. A color consultant will be available for discussions.
- *Crosfield Electronics Inc.* will demonstrate its Magnascan, a digital color scanner, and Scantex, an analyzer scanner that provides what the company describes as "high-quality color-image data" for manipulation on a Scitex America Corp. pagination terminal. The company also will demonstrate the AdWizard and NewsWizard VAX-based terminals for display-ad makeup and pagination, respectively.
- *Daylight Color Systems Inc.* will demonstrate its electronic tint-generating system for line art. The company said the electronic imaging system offers an alternative to manual mask making and contact tinting.
- *DS America* will demonstrate its C-220 E vertical daylight camera featuring microprocessor controls that handle all functions, from exposure to developing, internally. Also demonstrated will be its TG-200 tint-generating system that lays one to four flat tint colors into film negatives of line art. An operator designates on a computer screen the desired dot percentages for each tint on each color separation.
- *Newscolour Corp.* will demonstrate the Digi-Colour system that eliminates multiple color stripping, according to the company. Color correction masks and separations are made on scanner film and developed with rapid-access chemistry.
- *Scitex America Corp.* will demonstrate the concept of "distributed production" in a variety of electronic color pre-press terminals. The equipment includes the Astra color layout and production system, the Assembler page-assembly terminal and the Iris 2044 ink-jet proofing device.
- *X-Rite Inc.* will demonstrate a variety of densitometers, including the 408 and 418 portable color-reflection densitometers and the 361T black-and-white transmission densitometer.

OTHER PREPRESS

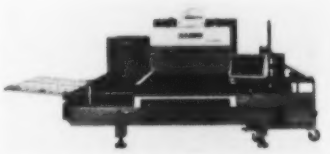
Printing plates, chemistries and other components dictate how well color reproduces on the printed page. Some vendors this year are introducing equipment to help cope with such problems as tinting and toning, still a major headache for offset-printed publications.

- *American Litho Inc.* will demonstrate web offset printing supplies and accessories, including an additive offset plate designed especially for color inks.
- *American Hoechst Corp.* will demonstrate a water-based chemistry for long-running, pre-sensitized offset printing plates, as well as color proofing films and processing equipment for films and plates.
- *Krause Printing Techniques International Inc.* will demonstrate a double-page platemaking system that can expose two printing plates simultaneously from two different films through dual exposure units.
- *Napp Systems (USA) Inc.* will demonstrate the NAPPflex flexographic printing plate and a table-top plate-exposure unit.
- *National Machine Co.* will demonstrate its Tone-Buster, a processor for additive offset plates. It desensitizes the plates—a process that helps eliminate toning, according to the firm.
- *New England Newspaper Supply Co.* will introduce its Neu-tro Mix Super Concentrate, a platemaking chemistry. It also will display 3M's Deadliner/Pyrofax platemaking supplies and a line of newsroom furniture.
- *NuArc Co. Inc.* will demonstrate an exposure unit for platemaking and proofing as well as light tables, darkroom and other prepress equipment.
- *Nu-Graphics Manufacturing Inc.* will display its XPress, an exposure unit that burns, processes and crimps plates, and the Accu-Lite Plate Register, a device that "accurately checks the registration of color plates before going to press," according to the company.

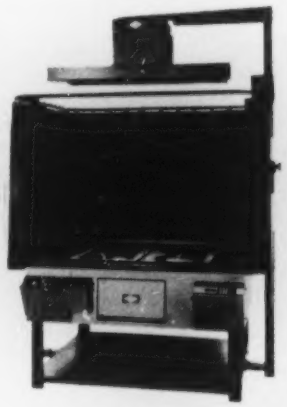
PRESSROOM EQUIPMENT

Newspapers of all sizes face press decisions these days. Go flexo? Or is the next generation of offset presses the answer? What about ink that resists "ruboff"—smudging on readers' hands? The booths in Las Vegas may contain answers to such pressing questions.

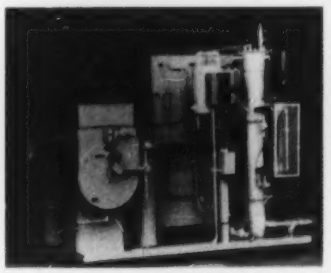
- *Alternative Resource Technologies* will demonstrate Printing Miser, a printing-waste management system. With stainless steel filters, the Miser cleans solvents and blanket wash, and it reclaims 95 percent of all disposable waste.
- *Capital Elevator Sales Inc.* will have a model of its beneath-the-floor roll-handling track system for transporting newsprint to reel rooms.
- *Crabtree Vickers Inc.*, will display the Civilox +4 Multi-Color Printing Unit. The keyless inking unit can be slipped into an existing press line and can produce up to eight pages of full color per press run.
- *Eclectic Co. Inc.*, manufacturer of a variety of pressroom accessories, will display equipment



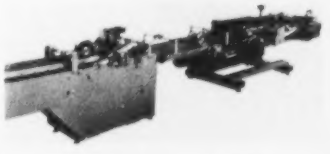
Krause NP-30 platemaker



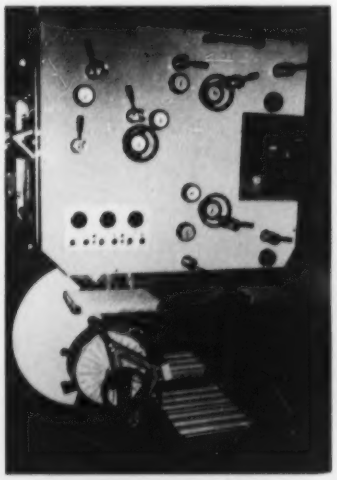
nuArc exposure unit



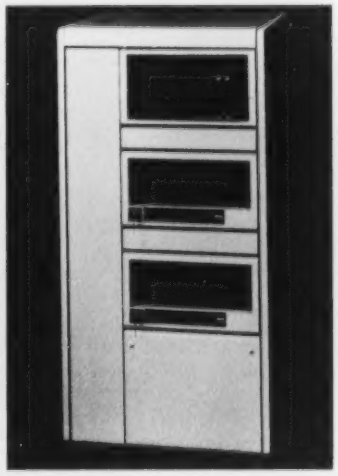
Alternative Resource Technologies Printing Miser



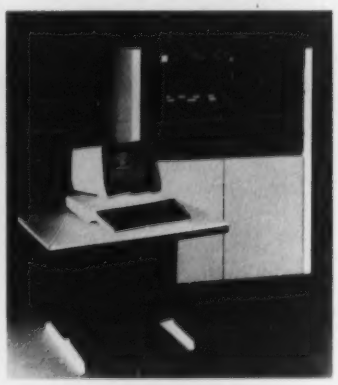
MacGraphics quarterfolder



Solna non-heatset web press



Atex Series 60 computer



CPS minicomputer system

that controls paper waste, collects paper dust, controls ink misting and muffles noise.

• *Flint Ink Corp.* will show its newspaper flexo ink and its Super low-rub black ink.

• *The Ink Co.* will display an ink-management system and present information on its Flexotech flexo ink, Ultra N low-rub ink and Civitech water-emulsion ink.

• *IVT Cotordry Inc.* will demonstrate a remote-control inking system and the IVT Spraydamp, a computerized spray dampener with enclosed spray bars to prevent misting. It has two nozzles per page section for maximum coverage, according to the company.

• *King Press Corp.* will display a press designed for the high-speed and color requirements of four-color inserts.

• *MacGraphics Inc.* will demonstrate the SIMFold-60 Quarterfold. The company said it can fold 60,000 newspapers per hour on-line and 45,000 per hour off-line.

• *M.A.N.- Roland USA* again will exhibit its Flexoman, a double-width flexographic press unit with a color deck, and a computerized press-management system. Also shown will be the Uniman 4/2, a double-width offset press unit for mid-sized newspapers, and the Colorman 75, a double-width offset press for metropolitan papers.

• *Mitsubishi Lithographic Presses North America* will exhibit schematics of a keyless offset press and robotic press systems.

• *Motter Printing Press Co.* again will print process color and black on its Motterflex flexographic press, which has a self-contained ink-management system.

• *Nikka/Oxy-Dry* will display a variety of pressroom equipment, including a web-break detection system, ultrasonic ink levelers, web guides and cutoff controls.

• *North American Cerutti Corp.* will display two different single-width flexo presses and a double-width slip-in flexo unit.

• *Printers' Service* will feature a fountain concentrate, Newsfount N, which the company said "delivers the performance you expect from a neutral fountain concentrate at an alkaline economy."

• *Publishers Equipment Corp.* will display a Hoe Colormatic flexo conversion with a Windmöller and Hölscher inking system, W&H flexo equipment, a King Press Color King 4 offset press with folder, and Koenig and Bauer flexo and letterpress equipment.

• *Rockwell International Graphic Systems Division (Goss)* will have static displays of two presses the company has announced since the 1986 show: the Goss Colorliner, an offset press that prints color on both sides of the web, and the Flexoliner flexo press. Commercial presses and the company's advanced press controls system will be displayed, too.

• *Ryco Graphic Manufacturing Co.* will introduce a plate dampener that converts an ink-train dampening system to a pulse system whereby water goes directly to the printing plate.

• *Solna Inc.* will demonstrate its Distributor 30 non-heat-set offset web press. The company said the press allows the user to add spot color without a color deck. Solna also will demonstrate the F36 folder.

• *Southern Cross of Delaware Corp.* will display specially fabricated parts and hardened gears for high-speed web-offset presses.

• *Tokyo Kikai Seisakusho (TKS)* will demonstrate an advanced press-control system with a touch screen. Other equipment in the booth will include a programmable stacker with its own personal computer.

• *3M* will demonstrate repulpable tape designed specifically for newsprint splicing.

• *Web Printing Controls Co.* will display its MicroTrak 9400 Linear web guidance system and its MTK 9100 sonic web-break detection system.

FRONT-END, PAGINATION

Research and development on pagination continues, and front-end vendors not only are working to improve their own products but seem increasingly willing to find uses for personal computers within larger systems.

• *Atex Inc.* will demonstrate its advertising and editorial systems on the company's Series 30 and Series 60 computer packages that feature fixed Winchester disk storage and a "high performance memory management system."

• *Computer Peripheral Sciences Inc.* will display a higher speed computer with large Winchester disk-storage capacity for a minicomputer system, as well as personal computers with the capability of previewing graphics and providing output to laser printers.

• *Cybergraphic Systems Inc.* will demonstrate its CGS 150 terminal plus integrated newspaper publishing software for text processing, classified pagination, display-ad layout and page makeup.

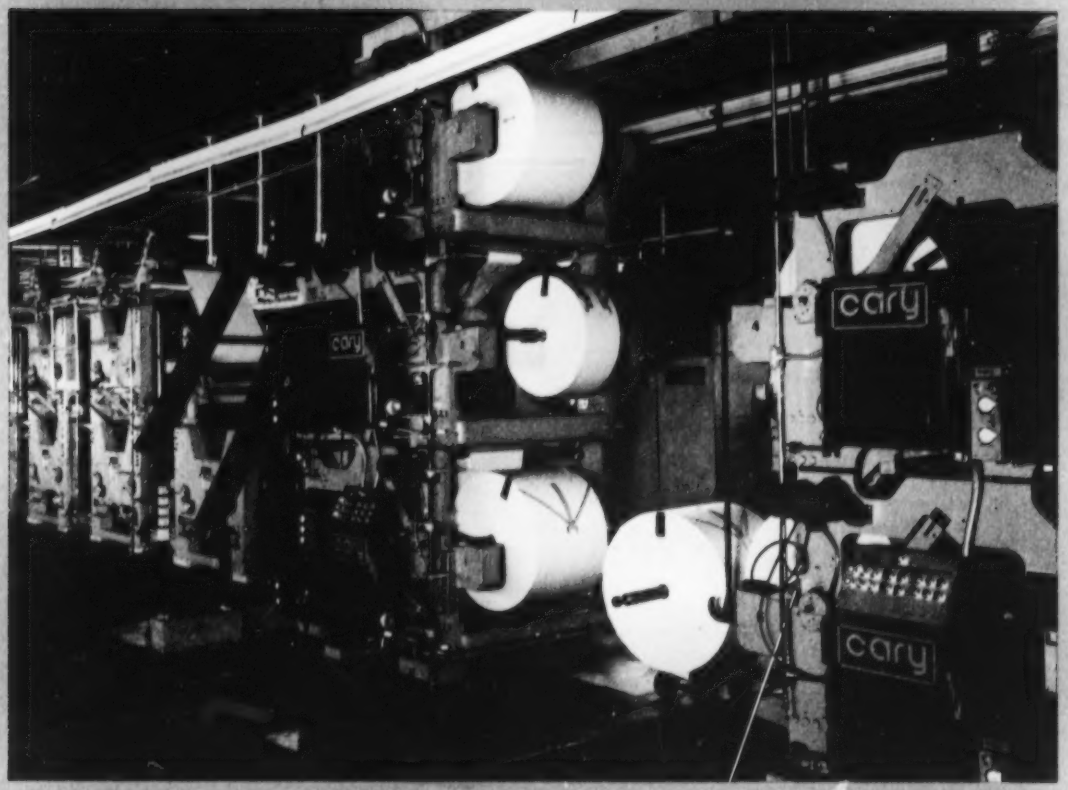
• *Dewar Information Systems Corp.* will demonstrate its DISC/net pagination system that includes classified ad software running on its DISCcribe terminal. In addition, editorial news layout will be demonstrated on the DISCovery terminal.

• *Mycro-Tek* will demonstrate its Nortext System. According to the company, it is "designed as a totally integrated publishing/management system to meet the requirements of the million-plus circulation daily."

• *System Integrators Inc.* will feature products in the Sierra Pagination System, including display-ad makeup, editorial-page design and full-page processing. Also to be demonstrated is the CX, SII's minicomputer for stand-alone bureau applications. It uses a software package that includes "soft" typesetting—output to a laser printer—and text-editing functions.

• *Software Consulting Services* will demonstrate its Track-8000 ad-tracking system and the WebPresser program to configure press runs.

For FAST Relief...



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Relief From:

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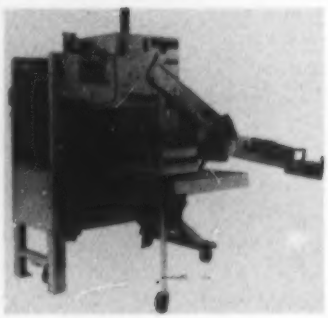
DISC pagination system

Allied Linotype Graphic System

Denex Laser Copy Counter



Harris Graphics RS-30 counter/stacker

• *Xeta Inc.* will demonstrate its Graphics/Text/Art Pagination System that the company said "melds" scanned images, line art and halftones. Also to be demonstrated is the Chameleon PC software and file server. According to the firm, the software enables the user to send data to the host system without having to learn the host's computer formats.

BUSINESS SYSTEMS

The business offices of newspapers must keep track of an abundance of information, from the billing of a classified-advertising customer to the company's balance sheet. The equipment to be shown or demonstrated covers these business needs and many others.

• *Collier-Jackson Inc.* will demonstrate its CJ/Newspaper Management Systems that include CJ/Classified with classified-ad support for multi-zoned newspapers; CJ/Circulation for carrier billing; and CJ/Advertising, with enhancements that allow users to keep accounting histories for longer periods of time without affecting processing efficiency.

• *Creative Data Systems Inc.* will demonstrate systems for laying out pages, managing inserts and designing possible press configurations on a computer terminal. Demonstrations of its Accounts Receivable/Display Advertising System also will be offered.

• *International Telesystems Corp.* will demonstrate telemarketing equipment that dials telephone numbers and passes calls that are answered to sales personnel.

• *Neasi-Weber International* has updated ADMARC, its advertising-management and accounts-receivable software, to facilitate ad tracking through assignment of "bin numbers" for various classified-ad categories. The software also has the capability to send a statement and invoice to more than one address.

PERSONAL COMPUTERS

Personal computer use in the workplace spirals ever upward, and the strong showing of vendors at this year's Exposition will be further proof of the high level of interest at newspapers.

• *Archetype Inc.* will demonstrate Archetype Designer, page makeup software with WYSIWYG (What You See is What You Get) display of true fonts. Intended for designers and graphics artists, it runs on IBM PC ATs.

• *Camex* will demonstrate a "total newspaper prepress system." A highlight is a PC-based editorial and classified system designed by Intertext, a personal computer company recently acquired by Camex.

• *Computerease* will demonstrate software for display-ad entry, selection and dummying, as well as text-editing software for PCs. Also featured will be an automated PC network that permits two-way communication between different systems.

• *Concept Publishing Systems* will demonstrate the latest version of its NewsSet editorial system, with composition and high-speed editing features, plus an enhanced classified-ad system for networked Apple Computer Inc. Macintosh PCs.

• *CText Inc.* will demonstrate Adept, its WYSIWYG display-ad makeup software running on networked PCs, and editorial software having what the company described as "sophisticated" file-management capabilities.

• *Digital Technology International* will demonstrate its display-ad makeup system on a Macintosh with a 19-inch monitor. The company's classified-ad, editorial and display-ad software all drive the Apple Laserwriter Plus.

• *Information International Inc.* will demonstrate the PC-based Morris editorial/classified system, to which Triple-I recently acquired the marketing rights. Also demonstrated will be an electronic prepress pagination system for larger newspapers.

• *LAN Systems Inc.* will demonstrate a desktop-publishing system for ad layout and a laser disk-storage system for automating a newspaper library. Also featured will be a classified-ad production and accounting system on networked PCs.

• *Newspaper Electronics Corp.* will demonstrate a "true multiuser, multitesting network" that includes both personal computers and editorial, display-ad and business front-end systems.

• *Pongrass Australia Pty. Ltd.* will demonstrate an editorial, classified and display-ad system running on networked PCs. A DEC VAX-Mate computer system that uses PCs for editing also will be demonstrated.

• *Press Computer Systems Inc.* will use a Macintosh as part of a display-ad system that includes ad dummying and a continuous-tone and line-art graphics PC for page makeup.

• *Stauffer Media Systems* will demonstrate electronic library software for newspapers that the company said runs on IBM PCs and IBM-compatible personal computers and will link with most front-end systems.

• *Weather Central Inc.* is introducing a line of weather maps that are produced on Macintoshes and transmitted to newspapers through a modem or by dialing into Weather Central's database.

OUTPUT DEVICES

Phototypesetters will certainly be in evidence, but laser printers—whether for proofing or pasteup—also will be featured.

• *Allied Linotype Co.* will demonstrate a number of products, including the 8/4 laser printer that offers 400-dots-per-inch resolution for plain paper proofs. Also demonstrated will be the enhanced Linotype Graphic System, a computerized system that performs prepress makeup functions and combines text and graphics for output to a laser imagesetter.

• *Anitec Image Corp.* will demonstrate a vari-

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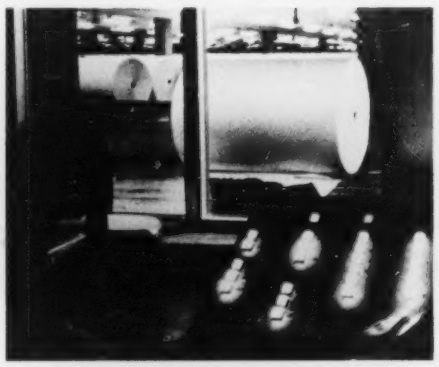
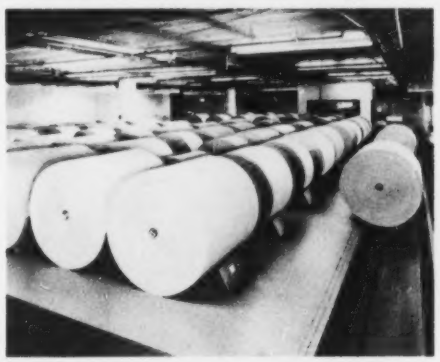
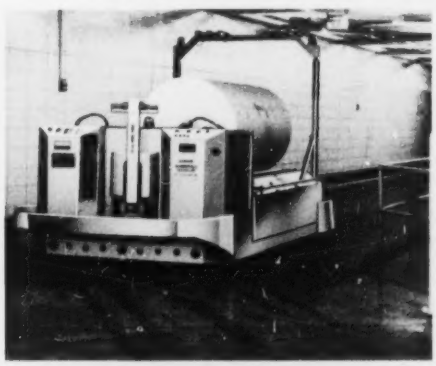


With today's trend towards automation, Webb automatic newsprint roll handling systems are fast becoming a key area for trimming production costs in the newspaper industry. From wrapped roll storage to the reel stands, time and efficiency are critical when handling the necessary tonnage of paper rolls to meet daily production schedules. Webb newsprint roll handling systems feature state-of-the-art equipment and controls ranging from simple gull wing conveyors to sophisticated AGVS (automatic guided vehicle systems). With basic information from the customer, Webb can custom-design a cost efficient, automatic system including preliminary concepts, rough pricing, and project scheduling. Innovative experience has earned Jervis B. Webb an unparalleled, worldwide reputation of quality and reliability in newsprint roll handling.





For more information on paper and newsprint roll handling systems call our Material Handling Hotline: 313/553-1220.

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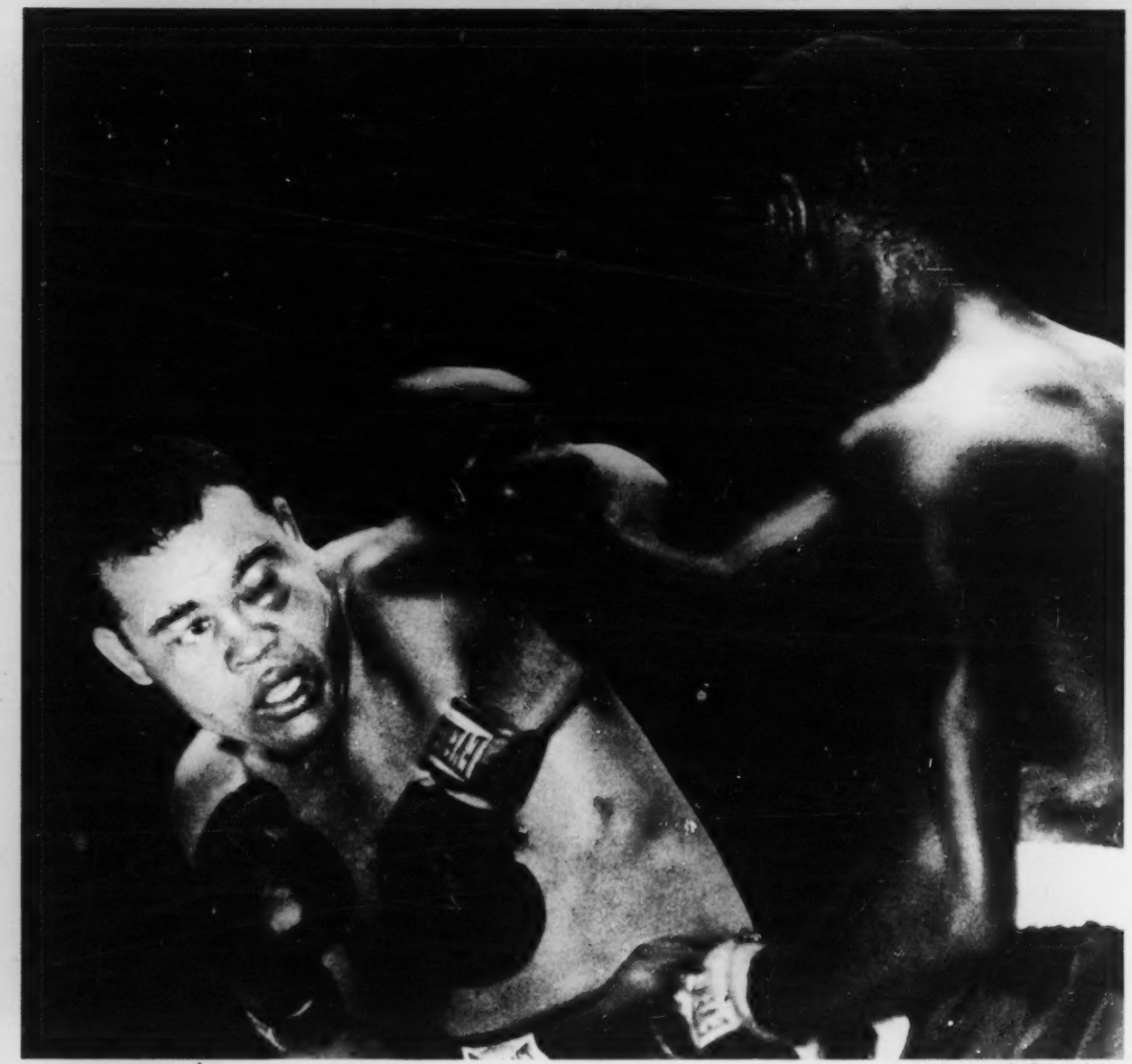

The Bettman Archive

Newsplate

presensitized offset plates are prepunched for you!

This gives you speed and convenience in getting to press faster, with absolutely no chance of punching inaccuracies!

Likewise, Newsplate's factory-applied coating frees you of the need to mix chemicals on the spot. This eliminates any possible coating inconsistencies, and, not incidentally, does away with messy roller coaters and punch/coaters.

Thus Newsplate cuts out two time-consuming steps in makeready from package to exposure, and eliminates two problems as well. It offers you the security of hassle-free plate processing, backed up with a two year shelf life—for dependable operation today, tomorrow, next year and the year after!

That's not all. Newsplate's presensitized coating is applied to Hoechst's tough electrochemical grain: a powerful combination that offers sharp dot reproduction for clean, clear images and pressruns you can count on of 250M+ impressions.

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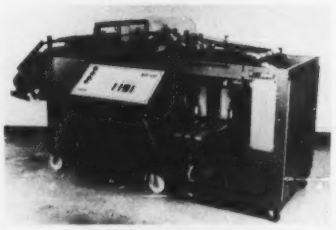
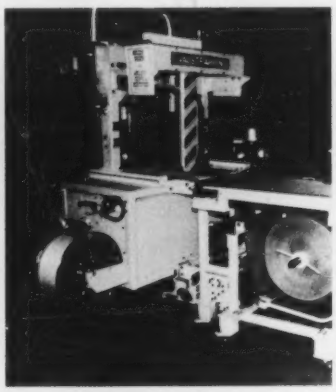
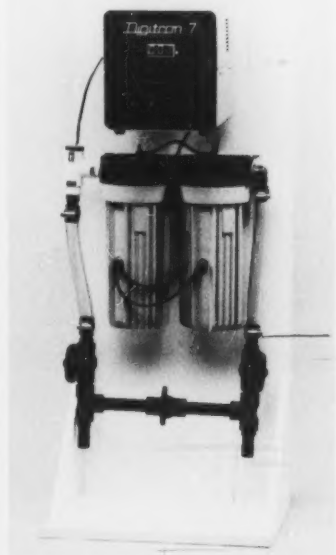


IDAB MP100 stacker



Ovalstrapping JP40 strapping machine



Siltec silver-recovery system

ety of phototypesetting products, diffusion-transfer products and scanner films.

• *Chemco Technologies Inc.* will demonstrate its line of rapid-access processors, Chemco Spectrum X-II input/output system and NewsScan laser facsimile system.

• *Compugraphic Corp.* will demonstrate its 9400/PS heavy-duty, plain-paper output device. Other demonstrations will involve the Dawn full-page text and graphics terminal and its 9600 laser typesetter.

• *Oscar Fisher Co.* will demonstrate high-speed phototypesetting paper processors.

• *Graphic Enterprises of Ohio Inc.* will demonstrate its high-resolution Graphco 500 laser printer that the company said has an output 18 inches wide and 36 inches long—large enough for a broadsheet newspaper page.

• *Harris/3M* will demonstrate the 6030 copier with advanced electronic editing, plus the model 6022 that reduces or enlarges artwork.

• *High Technology Solutions Inc.* has designed a typesetting network that features display and text typefaces, text and graphics integration, and interactive composition. A high-resolution laser printer also will be demonstrated.

• *Photech Imaging Systems Inc.* will display rapid-access films, Lasertype phototypesetting paper, Daystar Daylite films and papers for process cameras, and darkroom equipment and chemistries.

• *Xitron Inc.*, a manufacturer of protocol converters for computer systems, will display its XM-16/16 electronic "softswitch" that links front-end systems with typesetters. There will also be demonstrations of the firm's image processor for laser proofing of typeset copy.

DISTRIBUTION

The mailroom continues to be a headache for many newspapers, and the vendors are offering increasingly mechanical solutions to the problem of counting and bundling newspapers and inserting preprinted material.

• *Denex Systems Technology* will demonstrate the high-speed Denex Laser Copy Counter and a gripper sensor for conveyor belts.

• *Ferag Inc.* will show its Multi-cell stacking system for preprints in conjunction with its single-copy conveyor.

• *Graphic Management Associates Inc.* will demonstrate its SLS-1000 inserter, a 20-into-one inserting machine with zone-control capabilities.

• *Hall Processing Systems* will demonstrate its Tray-Matic bundle-distribution system.

• *Harris Graphics Corp.* will demonstrate its NP-212 hopper loader that the company said allows one person to feed up to 75,000 preprints per hour, and its RS-30 counter/stacker that uses vibrating tampers and squeeze rollers to compress preprints into tighter stacks.

• *IDAB Inc.* will demonstrate a variety of stackers, including the redesigned MS100 for smaller newspapers. A lapped-stream conveyor system also will be demonstrated.

• *Ideal of America Inc.* will demonstrate its model SFT-100 sealing unit that produces plastic-encased bundles at speeds of up to 40 per minute.

• *Muller Martini Corp.* will demonstrate its 308 Biliner inserting machine operating with a distribution system of main and tandem feeders.

• *Ovalstrapping Inc.* will demonstrate its 30-bundles-per-minute JP40 strapping machine in a simulated production line. The system has a bottom wrapper and a programmable ink-jet printer that prints ZIP codes for the routing of bundles.

• *Power Strap Inc.* will demonstrate a variety of tying machines, including its triple cross-strapping system, as well as bundle feeders.

• *Quipp Inc.* will display its SJ200 newspaper stacker, a newspaper collator and plastic wrap station for single copies.

• *Signode Corp.* will demonstrate the Tandem Spirit high-speed strapping system with turntable conveyor.

• *Spegram Inc.* will demonstrate its on-line quarterfolder/stitcher for web presses and its on-line labler for TMC products, plus an air-cushion handler for newsprint rolls.

MISCELLANEOUS

Plant designs, furniture for desktop-publishing use, the means to jazz up the TV log and energy management systems will also be found at the Exposition.

• A number of architectural and construction firms will describe their plant designs for newspapers. They include The Austin Co., Denver Design Associates, Lockwood Greene Engineers Inc., George R. Hall Contracting, Chas. T. Main Inc. and The Pellegren Corp.

• *Midwest Publishers Supply Co.* will introduce a line of "ergonomic furniture designed for desktop-publishing use."

• *Seaboard Energy Systems* will introduce products for both fluorescent and incandescent lighting that will save energy without sacrificing brightness, the company said.

• *Witte Energy Management Inc.* will exhibit infrared sensing equipment that pinpoints possible mechanical failure of equipment because of heat buildup.

• *Eastman Kodak Co.* will demonstrate its Ektacolor Plus color proofing system.

• *Siltec Marketing International Ltd.* will display silver-recovery systems.

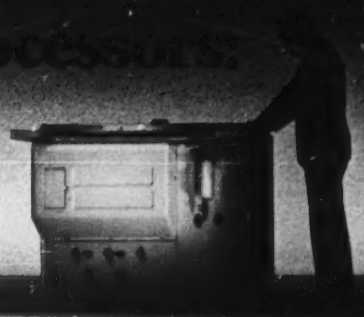
• *TV Data Inc.* has redesigned its software and offers customized television listings and such features as "Prime Time Pics" and "Best Bets" program highlights.

• *TV Listing Group Inc.* will exhibit newly developed, camera-ready grids with full descriptions of TV programs within the grid box containing the program title.

• *Vu/Text Information Services Inc.* will demonstrate its new SAVE library system.

—Rosalind C. Truitt

Introducing the DS film processors: automatic, solid state and built to last.



DS now makes a complete line of fully-automated, solid state rapid access and lith film processors. Built-in microprocessors control development time and temperature at speeds of up to 174 sheets of film an hour. The control panel gives instant status of every function with a push of a button.

These 26″ and 36″ machines are fully electronic. Unlike many other processors, there are no mechanical relays to corrode. They offer major exclusives like a hard and soft roller system for unmatched dot quality. But the big advantage is that they're all made by DS. They're not only designed right, they're built to last for years.

This new film processor line is just one segment of the full DS spectrum of fast, accurate pre-press equipment. If you'd like more information about the lasting quality of anything from a densitometer to a complete pagination system, call DS first.

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SMALL TOWN DAILY WITH BIG PLANS FINDS THE PERFECT PARTNER FOR GROWTH: THE NEW HARRIS GRAPHICS NC-450 4-PAGE WEB PRESS.

John Schumann, editor and publisher, *Vero Beach Press Journal*, Florida.

With daily circulation at 20,000 and rising, the *Vero Beach Press Journal* decided it was time to upgrade productivity and quality to meet future needs.

The paper prides itself on serving its community with a sophisticated product, seven days a week. But its old press, with maximum speed of 16,000 pph, only produced a paper of up to 24 pages. It was no way to grow.

John Schumann: ". . . We needed a very fast press [capable of printing for double present circulation] . . . expandable . . . producing a high-quality paper . . . flexible in paging and color placement, and representing a real value . . ."

After extensive evaluation, Schumann chose the Harris Graphics NC-450, our new 4-page web press. With 10 units and the RB-2 folder, the NC-450 can provide a 40-page broadsheet at 45,000 pph.

At the *Press Journal*, every minute counts. Deadlines are pegged to a 3:30 a.m. carrier pickup, yet the paper holds news and sports sections until 2 a.m. for the latest news and West Coast scores. (Vero Beach is winter home to the Los Angeles Dodgers!)

Time saved in make-ready and running is time gained for the news desk. And there are other vital savings. With the NC-450, ". . . we get the speed with just half the number of plates that would be required on a semi-cylindrical press," says Schumann. "Over the life of the press, we figure this alone will save us $½ million."

The 4-page format with 2-page breaks gives great flexibilty in paging and color placement. And the paper can print its own color comics and a lot of spot color.

Add the capability of producing high quality inserts and other commercial jobs and you'll find, as the *Press Journal* has, the Harris Graphics NC-450 the ideal press for the growing small to medium size newspaper.

For more information, please contact the Sales Promotion Manager, Harris Graphics, 121 Broadway Street, Dover, NH 03820, (603) 749-1922.

HARRIS GRAPHICS

A subsidiary of AIM International

Ink made from soybeans runs well

BY JOE HLADKY

Recent successful printing runs of soybean-oil-based black and color inks represent milestones in ANPA's continuing effort to develop smudge-resistant, environmentally safe printing inks for the newspaper business.

The ANPA-INK® press runs were conducted March 24-25 by the Cedar Rapids Gazette on its offset Goss Metro presses.

In the runs, ANPA-INK color and black inks were used to print the front page of the Gazette, the front pages of two sections of its weekly affiliate Iowa Farmer Today, and the front page of The Voice of the Hawkeye, an Iowa University publication.

This marked the first full color and black run with commercially available ANPA-INK. The ink was manufactured by ANPA licensee General Printing Ink, a division of Sun Chemical Co., using a soybean-oil base. Approximately 105,000 copies of the publications were printed on the Gazette's presses.

Tests are also being made on the letterpress version of ANPA-INK. About 70,000 copies of the Providence Bulletin were run using the ink March 31, and a second test took place on the Bulletin's Wood Custom 75 letterpress press. According to George Cashau, ANPA director/technical research, other tests are being scheduled on letterpress units of newspapers in Newark and New Brunswick, N.J., and in Syracuse.

The tests with the soybean-oil base resulted in reduced ruboff, better mileage and good "lay down" characteristics. More tests are scheduled with larger volumes of the ink to test how it performs over time.

Research that led to ANPA-INK dates from 1980, when the ANPA Board of Directors asked the Technical Research Department to try and develop new inks that would:

- Resist rubbing off on hands and soiling clothes—a major complaint of newspaper subscribers
- Consist of non-petroleum ingredients. Several years of oil shortages had greatly escalated the price of ink oils, and the quality of the oil being used had brought complaints

Hladky, publisher of the Cedar Rapids (Iowa) Gazette, is an ANPA director, vice chairman of the Association's Technical Committee and chairman of its Newspaper Ink Study and Research Task Force.

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Macintosh is a trademark licensed to Apple Computer, Cupertino, CA. PostScript is a registered trademark of Adobe Systems Incorporated, Palo Alto, CA.

of "stinky ink" from newspaper customers.

• Be environmentally safe. Oil-based products were under scrutiny regarding waste disposal and worker exposure.

An ink chemist, John Moynihan, was hired by ANPA and a laboratory and a pilot plant were stocked with the necessary equipment to begin research.

After a great many formulation trials, an ink based on tall oil (derived from trees), gilsonite (a naturally occurring mineral) and carbon black was developed for both letterpress and offset printing. Trial runs were made at a number of ANPA-member newspapers.

Several versions of this ink were patented, and many ink companies were licensed by ANPA to manufacture the product. The ink satisfied all of the board's criteria, but the fluctuating cost of tall oil and its availability made it difficult to predict success in the marketplace. The tests at member newspapers were encouraging, showing that the ink prints well and with superior mileage characteristics.

But the soybean-oil ink is even more promising. At present, only GPI is manufacturing soybean-oil ANPA-INK; however, many other ink companies are licensed and will have the capability to produce it once orders are received.

Remaining tests on this ink will focus on its performance over time in day-to-day operations as it is fed from larger storage tanks, and on use of color flushes instead of dry pigments.

If these tests prove successful, as expected, the ink will be competitive with petroleum-based products. As petroleum becomes scarcer and more expensive, the soybean-based ink will help ensure U.S. and Canadian newspapers of a home-grown supply of excellent news ink.

(Now that it's possible to use ink made from U.S. soybeans, we can look to the future when we may be able to print our newspapers on paper made from the plant kenaf. This would give our farmers a well-deserved boost for their products.)

FARMING '87

WAR ON WEEDS

Iowa Farmer Today was printed with new offset ANPA-INK.

The Ink Study and Research Task Force of the ANPA Technical Committee will continue to seek new non-petroleum ink formulations that provide a safe working environment and low ruboff.

Our goal is to provide the best possible inks to print the kind of quality that the newspaper business desires, and to keep the environment as clean as possible. We hope that our research will provide the stimulus for manufacturers and suppliers to continue to improve their products for newspapers. □

TECHNOLOGY CALENDAR

• **Paper and Ink Problems in the Pressroom**, a Graphic Arts Technical Foundation seminar, will be May 2 at the International Hotel, Baltimore/Washington International Airport, and May 5 at the Holiday Inn, Milford, Conn.

• The annual **Forum of the Flexographic Technical Association** will be May 3-6 at Marriott World Center in Orlando.

• The **Gutenberg Festival**, an annual equipment show for the graphic-arts industry, will be May 14-17 at the Long Beach (Calif.) Convention Center.

• The Society for Imaging Science and Technology will hold its **annual Conference and Symposium on Hybrid Imaging Systems** May 17-22 at the Genessee Plaza Holiday Inn in Rochester.

• The annual **Web Offset Meeting** sponsored by Printing Industries of America will be May 18-20 at the Royal York Hotel in Toronto.

• The Rochester Institute of Technology will host a **conference on printing quality** May 27-29.

• **ANPA/TEC '87** will be June 6-10 at the Las Vegas Convention Center.

Check it out: a way to evaluate printing quality

A checklist for newspaper reproduction quality, "ANPA-CHECK," has been developed by ANPA and the Newspaper Advertising Bureau.

It came about because many newspaper executives expressed a desire to evaluate the quality of their newspapers but didn't know the right questions to ask, said Charles R. Blevins, vice president/production for Gannett Co. and chairman of the ANPA Technical Committee's Quality Evaluation Task Force.

In addition, the notion of what constitutes good printing reproduction can be abstract and vary according to who is doing the evaluating.

"The checklist starts with the basics and gives newspaper executives a point of orientation as far as quality goes," Blevins said, adding that it will enable them to look at print quality the way someone looking at the paper for the first time might.

Readers "may not be able to tell exactly what's wrong, but if the type is crooked or blurry, they know immediately the newspaper doesn't look the way it normally does," he noted.

The checklist was compiled into a 13-page booklet that was mailed to newspaper members of ANPA and NAB in April. It is intended as a companion to the *Guide to Quality Newspaper Production*, published last year.

In a foreword to the new publication, ANPA Chairman and President Alvah H. Chapman Jr. stated: "ANPA-CHECK is not intended to be a quality control 'how to' manual but rather is a guide to help newspaper executives and production people be more aware of areas of the newspaper that might need improvement and of ways to more easily identify trouble spots."

Newspaper executives should use both subjective and objective means to evaluate their publications, according to the publication. For example, it asks whether someone at the newspaper has the ongoing responsibility to assess print quality against established production standards and whether each department has measurable quality and process standards.

ANPA-CHECK has two major components—the Executive Checklist and the Production Checklist.

The Executive Checklist consists of 47 questions, ranging from "Is your newspaper aesthetically pleasing with regard to reproduction quality?" to whether columns of type line up, page margins are equal and spot colors are within borders.

The Production Checklist asks questions pertinent to specific aspects of production. Examples of its 51 questions include: Are photographs printed sharply with no spots or other defects? Are typesetting fonts checked periodically for damaged characters? Are plates handled in such a way to prevent scratches and finger prints? Are press blankets properly packed? Are ink rollers set according to manufacturers' specifications?

Questions have been written so that "yes" is the preferred answer to all. A "no" answer indicates a problem that requires attention.

The booklet suggests that those making evaluations do so while looking at several recent newspaper copies. It is further suggested that each newspaper establish its own standards and then strive to meet them consistently.

The Blevins task force guided ANPA technical research staff members in creating the ANPA-CHECK procedure. The checklist is part of a broader Association and NAB effort to emphasize to newspapers that among other rewards, good, consistent reproduction can benefit the bottom line.

The back of each page of the ANPA-CHECK booklet is blank so that the sheets may be torn out and photocopied. Or additional copies of the publication may be obtained from the Association's Technical Services Department at The Newspaper Center, Reston, Va. Copies are $5 each for one to 10 copies or $3 each for 11 or more.

In addition to ANPA-CHECK, ANPA plans to offer this year two quality-evaluation services for member newspapers [**presstime**, Feb. 1987, p. 59]. □

Equipment exchange

For sale: Harris 1420 terminals, five keyboards and tubes in excellent working order, with cables, $8,975 for all or $1,995 each. Also, Harris double-sided, 1.2 megabyte MicroStor, upgraded model 1251 in perfect condition, $3,495. All may be seen working on our floor. Contact Herman Baumann, Chicago Suburban Times Newspapers, 1000 Executive Way, Des Plaines, Ill. 60018; (312) 824-1111.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

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New software features include the ability to send groups of stories to output at one time, dropped-capital formatting (like the first letter in this text), variable character set-width, optional overwriting of obsolete story versions, flagging of edited files, simplified output device commands and an expanded special character menu (things like ¼ [ ] + & •).

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Equipment, supplies donated to ANPA for technical research and training

The ANPA technical departments received donations last year from many vendors who sell to the newspaper business.

They included two large pieces of equipment:

• TKS (Toyko Kikai Seisakusho) donated an offset press unit and helped convert it to flexographic printing. The unit will be used for flexo research (**presstime**, Oct. 1986, p. 61).

• W.R. Grace & Co. donated a 135A platemaking machine that has been converted to produce plastic plates for flexo printing.

Supplies and raw materials were donated by the following companies:

Newsprint—CIP Inc., Consolidated Bathurst Newsprint Ltd., Great Lakes Forest Products Ltd., Kimberly-Clark Corp., Ontario Paper Co., Spruce Falls Power & Paper Co. Ltd., Stora Forest Industries.

Ink—Graphic Fine Color Inc., Flint Ink Corp., Cal Ink., Huber Ink Corp., United States Printing Ink, General Printing Ink, Reiger Ink Co.

Printing plates and chemicals—Western Lithotech, American Hoechst Corp., 3M Printing Products Division, Anocoil (Plate Division), W.R. Grace, NAPP Systems (USA) Inc., Graphic Arts Technical & Consulting Services.

Film & processing chemicals—Eastman Kodak Co., DuPont Co., Chemco Photoproducts Co.

Fountain solutions—Rycoline/Sun Graphic, Varn Products Co., Saranda Corp.

Blankets—New England Newspaper Supply Co., Imperial Metal & Chemical Co., Reeves Brothers Inc., W.R. Grace Polyfibron Division.

Press chemicals—Anchor LithKemKo, Imperial Metal & Chemical Co., Rycoline/Sun Graphic, Varn Products Co., Robertson-Porter Inc.

Press packing materials—Cromwell Paper Co., Rogers Corp., W.R. Grace.

Roller coverings—New England Newspaper Supply, JoMac Superior Roller Co.

Miscellaneous—Union Carbide Corp. (anilox rollers), Smith RPM Corp. (spray bar dampener).

George Cashau, ANPA director/technical research, said donated equipment and supplies are used in research conducted at The Newspaper Center as well as in ANPA's hands-on technical seminars. He said that offers of donations are appreciated but that acceptance is not automatic.

Companies considering equipment donations should contact William D. Rinehart, ANPA vice president/technical.

Cashau said the "latest and best" equipment is needed for meaningful research. □

TECHNOLOGY NOTES

• Members of the Hastech User Group, known as HUG, are working with Composition Systems Inc. customers to create an **expanded users' group**. Crosfield Electronics Ltd. acquired CSI and Hastech in 1986. CSI has not had a formal users' group, and HUG members believe it will be mutually beneficial to share information. Hastech and CSI users will meet June 11 in Las Vegas following ANPA/TEC '87. For more information, contact Frank Allman of The News-Journal, Daytona Beach, Fla.

• Monotype Inc., a supplier of newspaper typesetting equipment, has **moved its headquarters** from Arlington Heights, Ill., to new facilities in nearby Elk Grove Village that are twice as large.

• AM International Inc. has opened **a new sales and service facility** in Norcross, Ga. north of Atlanta. It houses AM's Harris Graphics, a manufacturer of pressroom and mailroom equipment for newspapers, as well as Multigraphics and Varityper divisions.

• Collier-Jackson Inc., a supplier of circulation, business and advertising software for newspapers, has signed an agreement with Digital Equipment Corp. to become DEC's first **cooperative marketing partner** for newspapers and other media.

Collier-Jackson will offer systems using its software and DEC's VAX minicomputers.

DEC signed a similar agreement with Data Research Associates Inc., which will now offer "turnkey" library systems for VAX computers.

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Ink companies may apply for certification

Ink companies are invited to submit inks to ANPA for testing and certification that they meet the specifications of the new *ANPA-Color™ AD-LITHO™/AdPro® Ink Book*.

The book is in the process of being printed, and the new run-of-paper colors contained in it will become the newspaper industry's standards in August, said George Cashau, ANPA director/technical research.

Written requests are required for certification. Upon request, ANPA will send samples of ink for the purpose of matching, a list of approved pigments and the specifications for the new inks.

Ink companies should direct written requests to ANPA's Wilson Cunningham at The Newspaper Center in Reston, Va. for additional information, call Cunningham at (703) 648-1188. □

ANPA/TEC 87

Who: You are invited to attend, with your colleagues in the newspaper and graphics arts industries.

What: ANPA/TEC '87 — ANPA's 59th annual Technical Exposition and Conference.

The Exposition. More than 270 companies will occupy more than 300,000 net square feet of exhibit space to display their latest innovations.

The Conference. General sessions and symposiums will give you a prospectus on the "market," perspectives on the "issues" and perception into the "futures" of the newspaper business. Topics of this year's symposiums include voice recognition and artificial intelligence, ad composition and ad tracking, and electronic cameras.

When: June 6-10, 1987

Where: Las Vegas Convention Center

Why: The ANPA Technical Exposition and Conference —ANPA/TEC — is a unique opportunity for you to see and discuss state-of-the-art newspaper-publishing and graphic-arts technologies and ideas.

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More mills to hike prices

Twelve more newsprint firms have followed MacMillan Bloedel Ltd. and Abitibi-Price Inc. in announcing higher newsprint prices.

The increases will take effect July 1.

The Eastern list price is scheduled to go from $570 to $610 per metric ton with some discounting being offered.

The Western list price will increase from $570 to $600, with discounts of 3 percent and 5 percent available in most situations, according to industry sources.

The dozen mills that recently announced price hikes are: Domtar Inc., Great Lakes Forest Products Ltd., Great Northern Paper Co., Kruger Inc., Spruce Falls Power and Paper Co. Ltd., Consolidated-Bathurst Inc., CIP Inc., Bowater Inc., British Columbia Forest Products Ltd., Crown Forest Industries Ltd., Boise Cascade Corp. and Smurfit Newsprint Corp. [**presstime**, April 1987, p. 71]. □

Snowflake contract ratified; other labor talks in progress

Members of the United Paperworkers International Union ratified a three-year contract at Southwest Forest Industries' mill in Snowflake, Ariz.

The agreement provides for no increase in the first year, an $850 lump sum in the second and 3 percent in the third.

The UPIU contract had expired Feb. 28, and workers had struck the mill March 17 [**presstime**, April 1987, p. 71].

On the labor front elsewhere:

- Members of the Association of Western Pulp & Paper Workers have started separate negotiations with Boise Cascade Corp., in bargaining involving four mills, one of which is a newsprint mill located in Steilacoom, Wash. The contract there expires May 31.
- Negotiations started in April between the Canadian Paperworkers Union and Eastern Canadian newsprint producers. □

Reports published on waste, test results

Two annual newsprint reports have been issued by ANPA.

Copies of the "Newsprint Waste Report" for 1986 have been mailed to member newspapers. It examines newsprint waste for letterpress, offset and DI-LITHO™newspapers. A newspaper can use the report to compare its percentage of waste to categories of newspapers consuming comparable amounts of newsprint.

For example, the report shows that the waste factor for offset-printed newspapers consuming 20,000 or more tons annually averaged 4.89 percent in 1986. The same waste factor in 1985 was 5.17 percent.

The second publication, "Newsprint Properties Analyzed/Test Results for 1986," reports on the results of tests of newsprint sent by newspapers to ANPA for analysis.

The report will be mailed early in May to member newspapers, and additional copies are available on request from ANPA. Contact Doris E. Kleintop, technical supervisor/newsprint quality, at The Newspaper Center in Reston, Va. □

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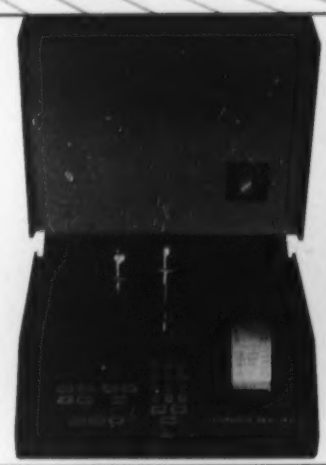

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U.S. dailies lead consumption climb

Newsprint consumption by all U.S. users was 3-percent higher in March than in the same month a year earlier, and consumption by U.S. daily newspapers was up 3.7 percent.

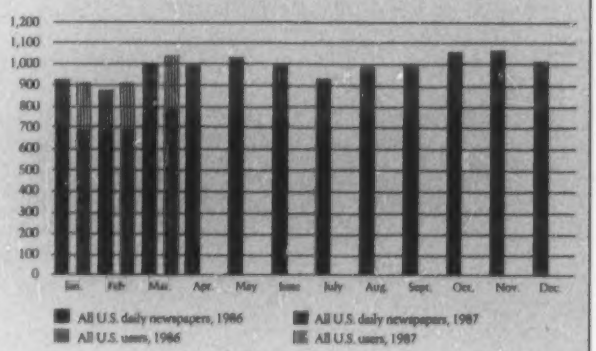
For the first quarter of 1987, consumption increased 1.6 percent for all U.S. users and 2.6 percent for U.S. dailies.

At the end of March, stocks of newspapers in ANPA's statistical sample totaled 41 days—five days fewer than a year earlier. North American mill stocks also were down—from 471,652 tons in March 1985 to 386,969 tons.

The Canadian operating rate was 100 percent for March, the highest since April 1980. The U.S. operating rate was 93.4 percent. The first quarter operating rates for Canada and the United States were 99 percent and 95.3 percent, respectively.

March shipments from Canadian mills increased 12.3 percent compared with March 1986, while U.S. shipments increased 1.7 percent. First quarter shipments for North American mills wee up 7.2 percent.

Estimated newsprint consumption, 1986-1987 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	February 1987(r)	February 1986	% Change
Northeast	176,914	164,645	+ 7.5
North Central	142,830	139,089	+ 2.7
South	221,166	217,966	+ 1.5
West	152,366	148,350	+ 2.7
Circulation Size			
up to 25,000	53,534	44,847	+ 19.4
25,001-100,000	140,442	136,130	+ 3.2
Over 100,000	499,300	489,073	+ 2.1
February totals	693,276	670,050	+ 3.5
Two-month totals	1,386,940	1,359,243	+ 2.0
Region	**March 1987(p)**	**March 1986**	**% Change**
Northeast	201,358	189,499	+ 6.3
North Central	165,229	157,556	+ 4.9
South	251,721	248,694	+ 1.2
West	171,259	165,926	+ 3.2
Circulation Size			
up to 25,000	58,846	49,844	+ 18.1
25,001-100,000	160,319	156,291	+ 2.6
Over 100,000	570,402	555,540	+ 2.7
March totals	789,567	761,675	+ 3.7
Three-month totals	2,176,507	2,120,918	+ 2.6

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1987	603,172	111,927	131,103	846,202
March 1986	540,492	90,211	122,861	753,564
Three months 1987	1,696,954	289,296	365,056	2,351,306
Three months 1986	1,585,489	258,073	319,309	2,162,871
Increase	+ 111,465	+ 31,223	+ 45,747	+ 188,435
	+ 7.0%	+ 12.1%	+ 14.3%	+ 8.7%
From U.S. mills				
March 1987	416,186		25,587	441,773
March 1986	408,193		26,022	434,215
Three months 1987	1,193,977		77,146	1,271,123
Three months 1986	1,143,680		+ 71,096	1,214,776
Increase	+ 50,297		+ 6,050	+ 56,347
	+ 4.4%		+ 8.5%	+ 4.6%
From North American mills				
March 1987	1,019,358	111,927	156,690	1,287,975
March 1986	948,685	90,211	148,883	1,187,779
Three months 1987	2,890,931	289,296	442,202	3,622,429
Three months 1986	2,729,169	258,073	390,405	3,377,647
Increase	+ 161,762	+ 31,223	+ 51,797	+ 244,782
	+ 5.9%	+ 12.1%	+ 13.3%	+ 7.2%

Estimated consumption of all U.S. users

	1987	1986	% Change
January totals	907,767(r)	917,955	- 1.1
February totals	906,580(r)	880,869	+ 2.9
March totals	1,033,902(p)	1,003,915	+ 3.0
Three-month totals	2,848,249(p)	2,802,739	+ 1.6

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
January 1987	845,226	35(r)	6
January 1986	920,181	40	6
February 1987	878,590	35	7
February 1986	926,556	39	6
March 1987	867,911	34(p)	6(p)
March 1986	903,602	38	6
Canadian mills			
March 1987	333,483	—	—
March 1986	372,574	—	—
U.S. mills			
March 1987	53,486	—	—
March 1986	99,078	—	—

Production

	Canada	U.S.A.	North America
March 1987	848,426	430,655	1,279,081
March 1986	746,685	443,519	1,190,204
Increase or decrease	+ 101,741	- 12,864	+ 88,877
	+ 13.6%	- 2.9%	+ 7.5%
Three months 1987	2,407,585	1,275,535	3,683,120
Three months 1986	2,245,045	1,257,359	3,502,404
Increase	+ 162,540	+ 18,176	+ 180,716
	+ 7.2%	+ 1.4%	+ 5.2%

[1]Based on stratified data from newspapers in ANPA statistical sample, figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

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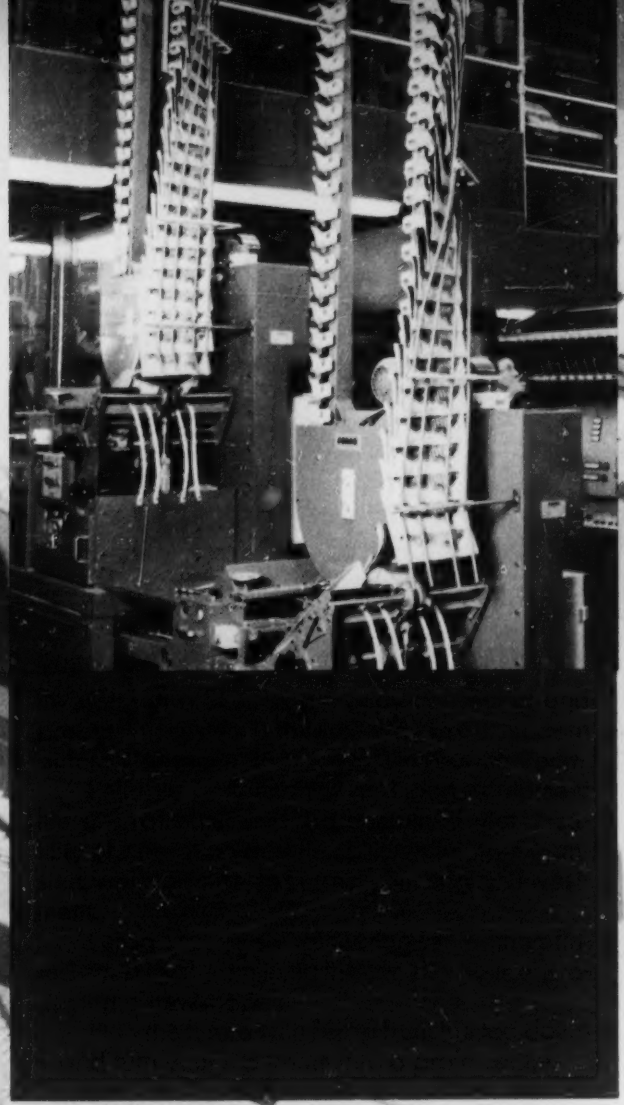

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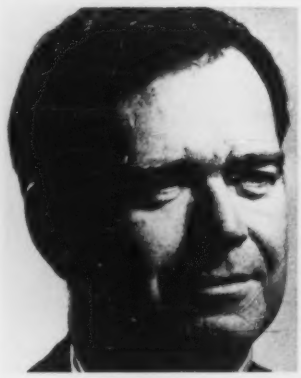
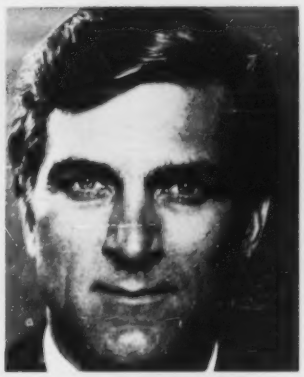


Frank A. Daniels Jr.



James Hoge

Frank N. Hawkins Jr.

E. Ramsey Altman Jr.

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Freedom and Responsibility of the Press
ANPA Director Richard J.V. Johnson, president, Houston Chronicle. Texas Publishers Association first annual meeting, Houston, March 27

Lawful Games Advertising and the Mail
Frank A. Daniels Jr., president and publisher, The News and Observer and The Raleigh (N.C.) Times. House Subcommittee on Administrative Law and Governmental Relations, Washington, D.C., April 2

Advertising of Lawful Products Should Not Be Banned
John Seigenthaler, chairman, publisher and editor, The Tennessean of Nashville, and editorial director, USA Today. House Subcommittee on Transportation, Tourism and Hazardous Materials, Washington, D.C., April 3

The Need for Change in Newspaper Advertising Rates
James Hoge, president and publisher, Daily News, New York City. Association of National Advertisers TV/Media Workshop, New York City, Feb. 25

Newspaper Customers in 2002
Frank N. Hawkins Jr., vice president, Knight-Ridder Inc., Miami. ANPA Total Newspaper Conference, St. Petersburg, March 17

They Call Us McPaper, but Why Are They Stealing Our McNuggets?
John C. Quinn, editor, USA Today, and executive vice president and chief news executive, Gannett Co., Arlington, Va. Arkansas Press Association awards banquet, Hot Springs, Feb. 13

FOIA: The Bad News and the Good News
Michael G. Gartner, editor, The Courier-Journal, Louisville. National Freedom of Information Day luncheon sponsored by the National Press Club and the Society of Professional Journalists, Sigma Delta Chi, Washington, D.C., March 17

Opportunities for Minorities in the Newspaper Business
Thomas Winship, president, Center for Foreign Journalists, Reston, Va. Southern Regional Press Institute, Savannah, Ga., Feb. 26

A New World Information Order: Independent vs. State-run Press
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Christian Science Monitor conference on media responsibility and the Third World, Boston, March 27

From the Newspaper Purchasing Management Association annual conference, Baltimore, April 12-15:

Implementing a Minority Purchasing Plan
E. Ramsey Altman Jr., purchasing director, Atlanta Journal and Constitution

Managing Travel and Entertainment Expenses
Richard Miller, purchasing director, Union-Tribune Publishing Co., San Diego

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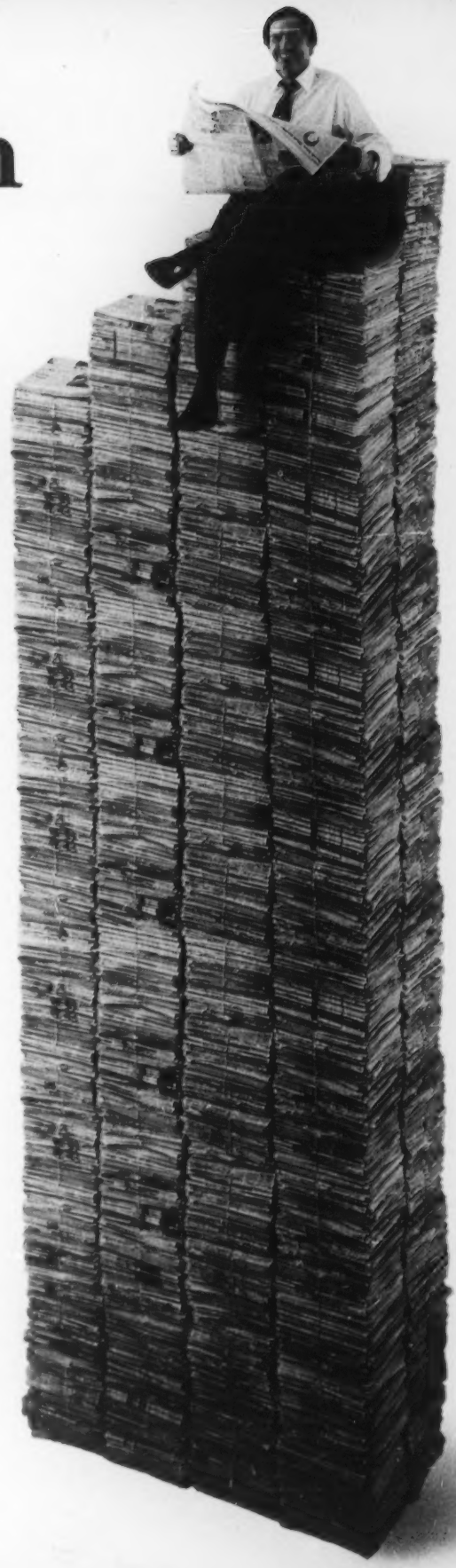

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A year of ups and downs

North American newspapers had a mixed economic performance in 1986.

Advertising expenditures in U.S. daily newspapers increased to nearly $27 billion, a gain of 7.2 percent from 1985's $25.2 billion. But that rate of growth was less than the 8.3-percent rise recorded a year earlier.

Dailies continued to lead all media in U.S. ad expenditures. However, their share of the overall advertising pie declined slightly—from 26.6 percent of the total in 1985 to 26.4 percent in 1986, according to preliminary figures. Television remained in the second spot, more than $4.6 billion behind newspapers, and its share of the total—21.9 percent—was unchanged from '85. Topping the $17-billion mark, direct mail increased its share from 16.4 to 16.8 percent and was the third largest ad medium.

In circulation, U.S. dailies had a slight decrease for the second straight year. From a revised 1985 total of 62,766,232, circulation dropped by just over 275,000 copies (less than one-half of 1 percent) to 62,489,360—which was about the same total as in 1982.

Meanwhile, Sunday circulation soared to a record 61,515,214, up from a revised 58,825,978. That increase of nearly 2.7 million copies per Sunday represented a 4.6-percent rise.

These statistics and many others are included in ANPA's "Facts About Newspapers '87." The annual statistical report [presstime, May 1986, p. 89] is being mailed to ANPA members and other presstime subscribers.

Among other data in the report:

- There were 1,657 U.S. daily newspapers in 1986, 19 fewer than a year earlier. Evening papers still outnumbered their a.m. counterparts by more than 2 to 1, but their ranks declined to 1,187, while the number of a.m. papers increased to 500. (There were 30 "all-day" papers that were counted in both the a.m. and p.m. categories but only once in the overall total.)
- The number of U.S. Sunday papers increased by 11 to a record 809.
- Newsprint consumption by U.S. dailies climbed to a record 8.9 million metric tons—74.3 percent of all the newsprint used in the United States.
- Employment at U.S. newspapers increased for the fourth consecutive year to a new high of 461,000. U.S. Department of Labor statistics show increases of 9,500 employees in 1986, 11,500 in 1985 and 13,100 in 1984.
- The number of U.S. weekly newspapers, paid and free circulation, decreased by 111 to 7,600.

Canadian daily newspapers numbered 110 in 1986, one less than in 1985. But total circulation increased to 5,681,850, up by 61,039 copies from 5,620,811 the previous year.

Their advertising revenue increased from $1.4 billion in '85 to $1.5 billion. Canadian newspapers' share of advertising expenditures was unchanged at 22.7 percent, but television dropped from 16.8 to 16.6 percent. □

10 more p.m. papers have been lost through conversions, mergers this year

Three more U.S. daily newspapers have converted from p.m. to a.m. publication. They are:

- The Daily Freeman of Kingston, N.Y.
- Santa Barbara (Calif.) News-Press
- The Tacoma (Wash.) News Tribune.

That brings to five the number that have made the switch thus far this year [presstime, Jan. 1987, p. 69], and to at least 113 that have done so since October 1976.

Additionally, The Journal Times of Racine, Wis., has announced plans to convert from an afternoon to a morning paper on June 22.

Also so far this year, five dailies have discontinued their evening editions or merged with their morning sister papers:

- Dropping their evening editions were the Austin (Texas) American-Statesman, the Colorado Springs Gazette Telegraph and the Abilene (Texas) Reporter-News.
- Merging were the Anderson (Ind.) Daily Bulletin, an evening paper, with The Anderson Herald, an a.m., into the a.m. Anderson Herald-Bulletin; and the afternoon Observer-Dispatch of Utica, N.Y., with the morning Daily Press into the a.m. Observer-Dispatch.

It has also been announced that on June 1, the p.m. Corpus Christi (Texas) Times will be consolidated with the a.m. Corpus Christi Caller. The combined paper, the Corpus Christi Caller-Times, will be published in the morning. □

'Shoe' **By Jeff MacNelly**

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15 percent of classified-ad employees are minorities, new study shows

An initial survey of minority employment by the Association of Newspaper Classified Advertising Managers found that about 15 percent of all employees in classified are racial minorities.

The report noted that this is "roughly equivalent" to the non-white population in the United States.

It is also more than twice the minority percentage of the newsroom workforce—6.56 percent, according to just-released findings of the American Society of Newspaper Editors. (See story, p. 71).

However, ANCAM found that "racial minorities are very poorly represented in upper management" of classified advertising departments despite an "encouraging" record in 1986 when 19 percent of those promoted were non-white.

The survey was based on responses from 304 papers in the United States and Canada—about half of ANCAM's membership.

In other minority-related news:

• An eight-member advisory committee of journalists and journalism educators has recommended that the Navajo Times Today, Window Rock, Ariz., resume publication once or twice weekly with an initial grant or loan of $400,000 to $500,000 from the Navajo Nation.

The committee's review stems from the sudden closure of the paper [presstime, April 1987, p.74]. Tribal officials said it had been operating at losses averaging $700,000 a year.

• There will be a workshop June 7-Aug. 15 at the University of South Carolina to train minorities for immediate editorial positions.

Faculty for the Southeastern Minority Newspaper Workshop will include professionals from newspapers in North Carolina, South Carolina, Georgia and Florida.

The newspapers will pay a participation fee, according to circulation size, to meet the program's estimated $80,000 cost. This will cover tuition, room and board, and a modest stipend for 10 to 20 workshop attendees, who must be college graduates or have "equivalent life experience" and must be residents, students or employees in one of the four states.

• Employers seeking Asian American or Hispanic journalists have two new resources. One is a 24-hour hotline for job seekers; editors interested in listing positions on it may contact the Asian American Journalists Association at 3921 Wilshire Blvd., Suite 315, Los Angeles, Calif. 90010; (213) 389-8383. The second is a newly published national directory of more than 3,000 Hispanic media professionals, available for $50 from the National Association of Hispanic Journalists, National Press Building, Suite 634, Washington, D.C. 20045; (202) 783-6228. □

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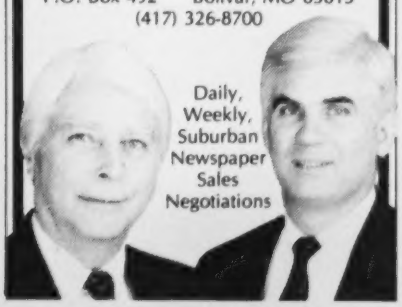

Purchasing managers add responsibilities, push for buying from minority vendors

Ten or 15 years ago, newspaper purchasing managers were regarded primarily as paper-pushers.

"There was a time when purchasing managers did little more than buy forms, pens and paper supplies," said James O. Dunning, purchasing director for the San Francisco Newspaper Agency and secretary of the Newspaper Purchasing Management Association.

Now their concerns have expanded to subjects as diverse as software, telephone systems and hazardous-waste disposal. Often, the purchasing manager is responsible for newsprint buys—the most expensive commodity in many newspapers' budgets and traditionally the province of the publisher.

At NPMA's 30th annual conference April 13-15 in Baltimore, members made clear they want recognition that is commensurate with their increasing responsibilities in newspaper operations.

About half of the association's 150 members attended the meeting, whose "Sharing the Wealth" theme signified NPMA's purpose of improving the purchasing practices and profitability of the newspaper industry through sharing of ideas.

Guest speaker Reg Murphy, publisher of The Baltimore Sun, told the group, "What we (as publishers) want to do is to bring you into the planning process." At the same time, he advised purchasing managers to assume the initiative and take their cost-cutting ideas to publishers and general managers.

"I think you are going to have to knock on the door," Murphy said. "And I think if you knock on the door with enough ideas that turn out to be good ones, you will dramatically change the way people think."

The Baltimore publisher also said purchasing managers can show particular leadership through programs to increase business with minority vendors.

On that score, Ramsey Altman, purchasing director of the Atlanta Journal and Constitution, described the steady gains those newspapers have made. They bought no goods and services from minority vendors in 1980; by 1985, their business with minority vendors exceeded $1 million, he said.

Despite that degree of success, Altman told the conference that an effective minority purchasing plan is difficult to implement. Minority vendors are particularly scarce for big-ticket items, he said, such as ink or offset printing plates.

He also noted, "You are trying to put out a daily newspaper, and sometimes it's difficult to keep the minority purchasing objective at the forefront of your mind."

—Mary A. Anderson

F.Y.I.

Newspaper people are beaming about satellite transmission of advertisements

BY CRAIG C. STANDEN

One of the first priorities announced by the Future of Advertising project was the support of AD/SAT, a company formed to deliver advertising materials from advertisers and agencies to newspapers via satellite.

Last April at the ANPA Convention, Joe D. Smith Jr., chairman of the FOA Standardization Task Force, asked the newspaper business to make a commitment to the future of our business by signing up with AD/SAT.

In the 10 months since then, a good deal has happened:

- **In November, AD/SAT completed a successful two-month test** of its facilities and equipment [**presstime**, Jan. 1987, p. 52]. Four major New York ad agencies—N W Ayer, Ogilvy & Mather, J. Walter Thompson, and Young and Rubicam—took part, along with newspapers from Boston, Chicago, Houston, Los Angeles, New York, Newark, Philadelphia, San Francisco and Washington, D.C.

Reproduction quality of the transmitted material was excellent. It's impossible to tell the difference between impressions printed from original material and those printed from material transmitted via AD/SAT. The few "bugs" in the system were quickly corrected.

- **On Jan. 5, AD/SAT began commercial operation** from its transmission center in New York City. In the first two months, 11 additional agencies—including such giants as DDB/Needham, Grey, BBDO, and Bozell, Jacobs, Kenyon & Eckhard—have used the system to transmit national advertising to one or more of the 12 original AD/SAT newspapers.

- **Several retailers have expressed a great deal of interest** in the potential of AD/SAT for distribution of their advertising materials. One retailer, Lord & Taylor, which has stores in six of the 10 cities already served by AD/SAT, has been sending as many as 50 ads per week via the system.

- **On March 9, AD/SAT announced the signing of the 100th newspaper** to join its network. Because the facsimile equipment for the newspapers must be manufactured, there is a six-month lead time between the signing of the contract and the installation of the receiving equipment. Thus the number of newspapers actually able to receive ads via AD/SAT won't increase until July. But sometime in September or October, AD/SAT should have in its network 100 newspapers with combined circulation of 25.2 million daily and 31.4 million Sunday. And we have every reason to believe that these numbers will continue to grow.

Craig C. Standen

Looking toward that time and beyond, AD/SAT in March began a major promotional and advertising campaign directed at ad agencies. The campaign includes large-space ads in the advertising trade press and a six-and-a-half-minute videotape cassette briefly explaining how the system works and containing testimonials from print production people at the test agencies as to the quality and speed of transmissions.

What about the future of AD/SAT?

I believe it is an important step forward in our long-range effort to increase newspapers' share of the advertising market.

It will save our advertisers a lot of time and money. Instead of having to produce multiple copies of newspaper ad slicks or Veloxes, an agency or retailer can produce one copy of the ad. Instead of wrapping, labeling and shipping each copy of the ad, the agency merely delivers that one copy to AD/SAT. Instead of a day or two in transit (and the possibility of some of the packages getting lost or being delivered late), the ad can be transmitted by AD/SAT simultaneously to every newspaper in the network in three and a half minutes. Receipt of an ad is confirmed instantly by AD/SAT's electronic message system.

Cost to the advertiser for this fast, high-quality transmission is only $15 per newspaper for each ad transmitted, versus more than $70 each the older, slower way—a saving of nearly 80 percent.

What do newspapers get out of AD/SAT?

Eventually, they should get a lot more advertising—not just national advertising, but retail and classified advertising as well. As we have noted before in this space, there is a steady, long-range trend toward the centralization of advertising among retailers and among classified advertisers in the categories of recruitment and real estate. These advertisers are becoming more like national advertisers in many ways: They increasingly use ad agencies to prepare their ads, they tend to have all their advertising prepared in the same place, and they are quick to take advantage of new ideas and new technology that save them time and money.

But there is a much more immediate benefit for newspapers. In the course of a year, many newspapers lose thousands of dollars in advertising because of the aforementioned transmission problems, or because the lead time in getting an ad into print is too long. Some of this advertising is run at a later date, but much of it is revenue lost forever.

AD/SAT will get most of this lost advertising into the newspaper. I suspect for quite a few newspapers, the revenues saved by AD/SAT will more than pay for its cost.

The Newspaper Advertising Bureau has no financial or other interest in the ownership or management of AD/SAT. But the NAB Board of Directors and the Future of Advertising Steering Committee regard AD/SAT as an important step forward for our business. □

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

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Los Angeles
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New York
Potomac Graphic Industries
212/924-4880

Palo Alto (San Francisco)
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* This list of sales representatives did not appear in the original **presstime** article that ran in the April 1987 issue.

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Thomson adds Charleston Daily Mail to its fold

Thomson Newspapers Inc. has agreed to purchase the Charleston (W.Va.) Daily Mail and three other newspapers for an undisclosed sum from the closely held Clay Communications Investors.

The newspapers have a combined circulation of 118,000 and would bring to 102 the number of U.S. daily newspapers owned by Thomson, headed by Canadian Kenneth R. Thomson.

Thomson owns more U.S. dailies than any other newspaper group, although their combined circulations of 1,582,485 as of Sept. 30, 1986, ranked the group only 10th among U.S. newspaper companies.

The Daily Mail, a plum that was sought in final bidding by six newspaper groups, will mark Thomson's first acquisition in a state capital, and with 53,250 daily circulation, it will be the third largest of Thomson's U.S. newspapers (behind the San Gabriel [Calif.] Tribune, with 60,816, and the Canton [Ohio] Repository, 58,451).

Lyell B. Clay, publisher of the Daily Mail and executive partner of Clay Communications Investors, will retire once the sale is completed. John F. McGee, managing partner and chief operating officer of Clay Communications, will become publisher and continue as president of Charleston Newspapers, the partnership that oversees the joint operating arrangement between the Daily Mail and the Charleston Gazette.

The deal between Thomson and Clay also includes The Register-Herald in Beckley, W.Va., The Shelby (N.C.) Star and The Enquirer-Journal in Monroe, N.C.

On the same day the sale was announced, Clay executives also announced formation of a private foundation by the Clay family that will have assets of about $25 million.

The endowment, which will receive some of the proceeds from the sale, will make The Clay Foundation Inc. one of the largest private foundations in West Virginia and one of the largest in the nation to arise from a newspaper fortune [**presstime**, April 1987, p. 6].

BUSINESS ROUND-UP

In other business developments:

- The estate of John Cowles Sr. is disputing a $3.7-million tax bill from the Internal Revenue Service, saying the government should instead pay the estate a refund of more than $600,000. At issue is an $8-million difference in the values placed by the estate and the IRS on Cowles Media Co. stock at the time of Cowles' death in 1983. The federal Tax Court is being asked to overturn the IRS claims.
- McClatchy Newspapers has put its four radio stations up for sale. The stations, in Sacramento and Fresno, Calif., are the only remaining broadcast properties owned by McClatchy, which sold several television stations between 1981 and 1986. It also sold its cable holdings last year [**presstime**, Jan. 1987, p. 22].
- The Times Mirror Co. sold about 26,000 acres of timberland in Washington and Oregon to Longview Fibre Co. of Longview, Wash., for an undisclosed price. □

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For comments from some of our clients in the past year, please see "We Deliver. . ." on the opposite page.

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WJR is donated to U. of Maryland

Owners of WJR, the Washington Journalism Review, have agreed to donate it to the College of Journalism at the University of Maryland.

The donation will allow the 10-year-old magazine to be operated from a $3.3-million permanent endowment.

The magazine has been operated at a deficit for seven years by Jessica Catto and Henry Catto, who will continue as contributing editors. They bought it in 1979 through H&C Communications Inc. of Houston, owner of several media properties for the Hobby and Catto families. □

Correction

The cutline for a photograph that ran in the April issue of **presstime** (p. 6) should have read "... funded by the Chicago Tribune Charities," not "Chicago Tribune Foundation and Charities." Chicago Tribune Charities, a separate entity from the Foundation, is entitled to raise and disburse funds for philanthropic and charitable purposes. The Foundation, on the other hand, supports such causes directly from corporate profits or an endowment of stock. **Presstime** regrets the error. □

We Deliver . . .

"You do this every day, Lee, but when one sells a newspaper for the first and only time, you have to rely on the integrity of your man. You didn't disappoint us. When you call on a pro, you expect a professional job — and we got it." — Timothy B. Werner, Sheboygan (WI) Press, 30,000 daily, December 1986

"Disposing of a 50% interest in a newspaper company is not an easy assignment. In selecting you to handle this, we were confident that with your brokering experience and contacts in the newspaper community, you would find a buyer at a fair price. You accomplished the sale in a sensitive and professional way." — A. J. Kohler, Co-Executor, C. K. Wesley Estate, Monroe (MI) Evening News, 26,700 daily, August 1986

"We hesitated for weeks on whether to retain a broker. Now, with the sale completed, I can say that we definitely made the right decision. We sincerely appreciate the professional way in which you handled the offering and sale, from the thorough preparation of a presentation right up to the closing." — Daniel A. Dwelle, Athens (TX) Daily Review, 7,300 daily, July 1986.

"We set the price, and Lee Dirks found the buyer. Your background as a media analyst gives you a full understanding of markets and newspaper properties, as well as a personal acquaintanceship with virtually all key media people. If we were starting over, we would again use Lee Dirks & Associates." — Allen D. Strunk, Harry Allen Strunk, and Grant J. Strunk, McCook (NE) Gazette, 10,300 daily, December 1986

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The Washington Post
WEDNESDAY, MARCH 25, 1987
Fund-Raisers for Contras Capitalized on Access
North Wrote Donor on NSC Stationery
Casey's Poor Health Leaves Big Gap in Iran Arms Probe
Saudi Ambassador Reportedly Queried Reagan Confidant Played Key Role
BLINDING FLASH
AIDS Toll Masks Immensity of Threat
Worldwide, 5 Million May Be Infected and Passing Virus to Others
States Win Dispute on Mine Rules
Environmentalists Hail Court Decision On Regulatory Power
Reagan Condemns Roads Bill
On Hill, Pressure Mounts to Override Veto
SEN. ROBERT J. DOLE
The Raging Battles Of the Evangelicals
Swaggart Confirms Investigation Of Bakker, Denies Takeover Plan
Egyptian Food Crisis Feared As Waters of Nile Drop
Electric Output Down at Aswan Dam
INSIDE

SILENCE IS NOT ALWAYS GOLDEN

Freedom of the Press—
A Precious Right

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Add the F36 folder and you can run up to eight webs on one former. For newspapers only, add the high performance F40 folder and run up

All this, and no bearers. The Distributor doesn't need them, doesn't have them. The unique cylinder arrangement lets you quickly adjust blanket-to-blanket pressure with a simple handwheel—even while the press is running. You change stock thicknesses in a flash. You finish a long run without time-consuming readjustments.

From the bearer-free design to the one-man paper loader to the one-panel start-up system, every aspect of the Distributor 30 is geared to rapid changeover, quick make-ready, and high-speed printing—up to 30,000 iph. It's not surprising that there are over 4,000 units in use worldwide.

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ANPA Calendar

MAY

ANPA Pre-Convention Board of Directors and Foundation Trustees meetings
The Waldorf-Astoria, New York City, May 2

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Loews Summit Hotel, New York City, May 2

ANPA Human Resources Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA Circulation and Readership Committee meeting
The Waldorf-Astoria, New York City, May 3

ANPA 100th Anniversary Convention
The Waldorf-Astoria, New York City, May 3-6

prestime Advisory Committee meeting
The Waldorf-Astoria, New York City, May 4

ANPA Board of Directors and Foundation Trustees Post-Convention organizational meetings
The Waldorf-Astoria, New York City, May 6

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
The Park Hyatt, Chicago, May 11

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni Georgetown Hotel, Washington, D.C., May 11-13

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 11-15

ANPA/American Bar Association Task Force meeting
Ritz Carlton, Washington, D.C., May 14-15

ANPA Legal Affairs Committee meeting
Ritz Carlton, Washington, D.C., May 15

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., May 18-22

JUNE

ANPA Advanced Management Workshop
Omni Georgetown Hotel, Washington, D.C., June 1-3

ANPA Labor Relations and Technology Seminar
Las Vegas Convention Center, Las Vegas, June 5-6

ANPA Technical Exposition and Conference
Las Vegas Convention Center, June 6-10

ANPA Executive Committee meeting
Las Vegas Convention Center, June 8

Strategic Planning Seminar sponsored by ANPA and the International Newspaper Marketing Association
The Houstonian, Houston, June 14-18

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 22-26

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 6-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., July 20-24

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
San Antonio, July 31

ANPA

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1987 Pulitzer Prize for General News Reporting
The Akron Beacon Journal

1987 Pulitzer Prize for National Reporting
The Miami Herald

1987 Pulitzer Prize for Investigative Reporting
The Philadelphia Inquirer
Daniel R. Biddle, H.G. Bissinger and Fredric N. Tulsky

1987 Pulitzer Prize for Investigative Reporting
The Philadelphia Inquirer
John Woestendiek

1987 Pulitzer Prize for Feature Writing
The Philadelphia Inquirer
Steve Twomey

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KR
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We are extremely proud to be able to make this announcement again this year. We are deeply honored to have won five Pulitzer Prizes in 1987. We salute this year's winners as well as the four other Knight-Ridder finalists. And the exceptional work being done in all of our newspapers every day. This continuing commitment to excellence has brought the total of Pulitzers awarded to Knight-Ridder's newspapers and journalists to 44, sixteen in the past three years.

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President Reagan to speak at this month's Convention

President Reagan will address the opening ceremonies of ANPA's 100th Anniversary Convention May 3-6 in New York City.

It will mark the third straight ANPA Convention in New York City to be addressed by the President of the United States. Reagan also spoke at the 1983 Convention, and President Jimmy Carter—who also will be part of this year's program—addressed the 1979 Convention.

President Ronald Reagan

The President's acceptance has prompted a change in the location and time of the ceremonies on Sunday, May 3.

For security reasons, the location has been moved from Castle Clinton, at the tip of Battery Park, to Ellis Island—the historic site where millions of immigrants once were processed upon arrival in the United States.

Starting at 1 p.m., buses will take Convention-goers from The Waldorf-Astoria, the Convention hotel, to Gangway No. 1 at Battery Park where they will board ferry boats for the 15-minute trip to the island. Tickets mailed to Convention-goers in late April must be presented to board the ferries.

The last ferry for Ellis Island will leave the dock at Battery Park at 3:40 p.m.

The reception sponsored by Knight-Ridder Inc., previously scheduled for Castle Clinton, will begin at 2:30 p.m. on Ellis Island.

The opening ceremonies will begin at 4 o'clock, rather than 5:30 p.m. as previously scheduled.

Also speaking at the event will be the Rev. Billy Graham, a late addition to the program.

Because of the change in the opening ceremonies, the ANPA Expert Centers will operate on an earlier-than-previously-announced schedule. They will be open between 9 a.m. and 12:30 p.m. on Sunday at the Waldorf's Hilton Room. In other late developments regarding the Convention program [**presstime**, April 1987, p. 78]:

• The Associated Press announced that its annual meeting May 4 will include a panel discussion on the Iran-Contra arms controversy. Called "Aftermath: Conversation on the Tower Commission," the discussion will be moderated by Louis D. Boccardi, AP president and general manager. Panelists will be former U.S. Secretary of State Edmund S. Muskie, a member of the Tower Commission, named by President Reagan to investigate the Iranian arms deals; Larry Speakes, former White House spokesman, now senior vice president of Merrill, Lynch, Pierce, Fenner & Smith Inc.; W. Clark McFadden, counsel to the Tower Commission; and James David Barber, Duke University political scientist.

• Participants in the Tuesday afternoon General Session on the "Future of Retailing" have been announced. Moderator will be James Hoge, president and publisher of the Daily News of New York. Panelists will be Gordon R. Cooke, executive vice president, sales promotion of Bloomingdale's, New York City; Lee M. Dubow, senior vice president, corporate sales, of Belk Stores Services, Charlotte, N.C.; Melvin Jacobs, chairman and chief executive officer of Saks Fifth Avenue, New York City; Walter F. Loeb, senior retail analyst/principal, Morgan, Stanley & Co., New York City; and Stephen L. Pistner, chairman and CEO of McCrory Corp., New York City.

• Theodore J. Gordon, chairman of The Futures Group of Glastonbury, Conn., will give the main address during the Tuesday panel discussion on "The Next 100 Years."

• Additional participants in the Wednesday seminar on "The Constitution: Separation of Powers 1987" were named: Lloyd N. Cutler, former presidential counsel and currently with the law firm of Wilmer, Cutler & Pickering, Washington, D.C.; U.S. Rep. Barney Frank (D-Mass.); Jeane J. Kirkpatrick, former U.S. representative to the United Nations, now senior fellow at the American Enterprise Institute; Gary G. Sick, former member of the National Security Council staff, now program officer at the Ford Foundation; Leon Silverman, former special prosecutor, now with the law firm of Fried, Frank, Harris, Schriver & Jacobson, New York City; William French Smith, former U.S. attorney general, now with the law firm of Gibson, Dunn & Crutcher, Los Angeles; Helen Thomas, United Press International White House correspondent; and Barbara Walters, ABC News correspondent. The seminar is funded by The Hearst Corp. □

The importance of circulation

Circulation sales account for approximately one-fourth of newspapers' revenues, producing more than $12 million a day in the United States alone.

Circulation is "an essential part of the newspaper's business structure," say William J. Thorn and Mary Pat Pfeil, associate professor and instructor, respectively, at the College of Journalism of Marquette University.

In *Newspaper Circulation: Marketing the News*, they describe ways circulation complements other elements of newspapering—readership and promotion, for example—and they explain fundamentals of circulation.

The 336-page, hard-cover book is available for $34.95 from Longman Inc., 95 Church St., White Plains, N.Y. 10601.

Practical advice on newspaper color

Color in American Newspapers was prepared especially for newspaper executives who are contemplating introducing color into their publications or who want to enhance color already being used.

Practical advice and observations by color practitioners, design tips, profiles of three newspapers that use color, research findings and an annotated bibliography were edited by Mario R. Garcia and Don Fry, associate directors of The Poynter Institute for Media Studies in St. Petersburg.

The 72-page, soft-cover book is available for $7.95 from The Poynter Institute, 801 Third St. South, St. Petersburg, Fla. 33701.

A career guide on newspapers

Professionals offer advice to those who are considering a newspaper career in *Newspapers*, one of a series of career directories edited by Ronald W. Fry, president of The Career Press.

From production to promotion, each area of the newspaper business is discussed from the perspective of people who have specialized in it and who explain how prospective newspaper careerists might attain such positions.

The 244-page book is available in hard cover for $34.95 or in soft cover for $26.95, plus $2.50 for shipping, from The Career Press, P.O. Box 34, Hawthorne, N.J. 07507. □

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over-set

A Giant recruits and leads his flock of young deliverers of New Jersey newspaper

As many newspapers have found, it's getting tougher to recruit youth carriers [**press-time**, Feb. 1987, p. 20]. But a New Jersey daily has come up with a winning idea.

Soon after the New York Giants (who play their home games in New Jersey) captured the 1987 Super Bowl, The Record of Hackensack hired tight end Zeke Mowatt (in photo above) to enlist and train youngsters. In the first two months, the Giants player recruited 1,267 prospective carriers, says Frank J. Savino, The Record's vice president/marketing.

"Youngsters react positively to him," Savino says. "With stats like these, we are delighted to have him on The Record team."

In his dealings with the young carrier force, Mowatt also delivers messages on sportsmanship, citizenship, and the dangers of using drugs and alcohol.

Nearly all The Record's carriers are youths.

'Good morning' leads to bad days

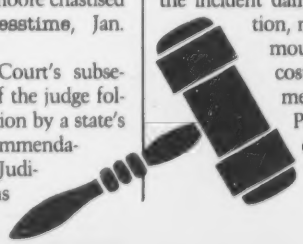
The Florida Supreme Court has reprimanded Circuit Judge E.L. Eastmoore for his reprimand of a newspaper reporter who failed to return the judge's hallway greeting.

On Sept. 4, Eastmoore had a bailiff take Butch Prevatt, a reporter for the Palatka Daily News, to his chambers. Eastmoore chastised Prevatt there [**presstime**, Jan. 1987, p. 72].

The Supreme Court's subsequent reprimand of the judge followed an investigation by a state's attorney and a recommendation by the Florida Judicial Qualifications Commission in support of a reprimand.

The Florida high court said Eastmoore's conduct was "reminiscent of the playground bully."

Prevatt, meanwhile, has filed suit against the judge. Having been transferred from his courthouse beat, the reporter is alleging that the incident damaged his reputation, motivated anonymous threats and cost him government sources in Putnam County, of which Palatka is the county seat.



Newspaper numbers

2.7 billion—approximate number of dollars U.S. newspapers received for carrying preprints in 1986, according to a Knight-Ridder Inc. survey.

80—average percentage of newspapers' total costs from libel lawsuits that go to pay defense lawyers.

66—number of U.S. daily newspapers that carry regular science sections; 19 did so two years ago.

20—number of the 349 composing room labor agreements on file at ANPA that refer to pagination jurisdiction.

Lapel button use seems to be contagious

"Censorship is Contagious."

Those words from Floyd Abrams, a noted First Amendment attorney, helped persuade the American Bar Association to refrain from endorsing a legislative ban on tobacco advertising.

Now Abrams' admonition has made it onto a lapel button.

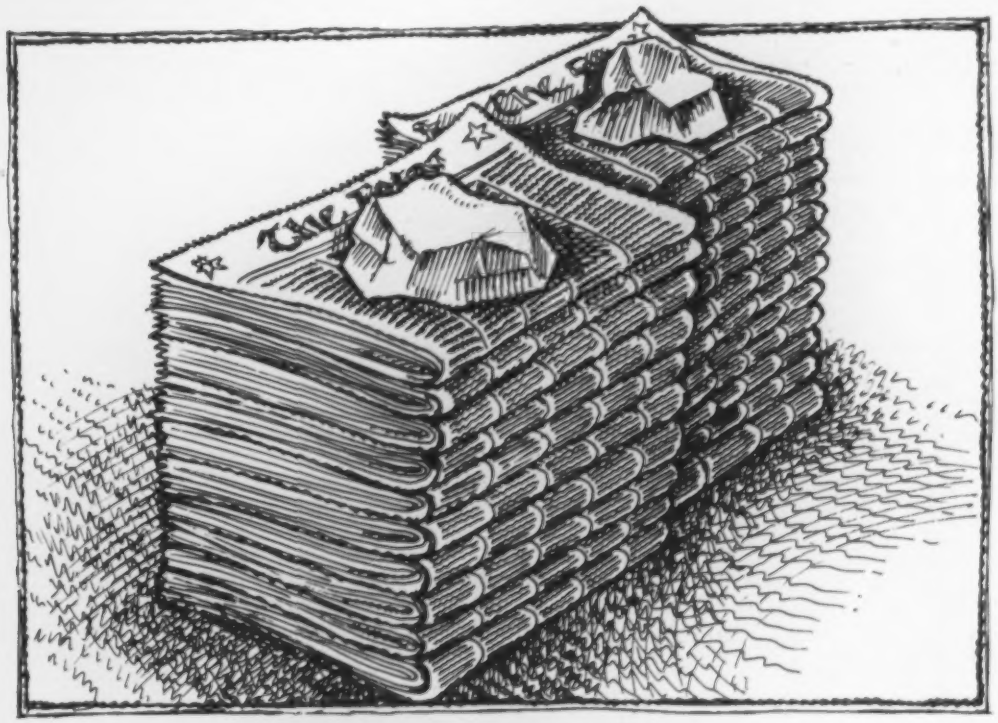
The brainchild of ANPA Assistant General Counsel Tonda F. Rush, the buttons have been showing up in some pretty high places.

When he heard about them, U.S. Rep. Thomas A. Luken (D-Ohio) requested 100. Luken is chairman of a subcommittee that held hearings in April on tobacco advertising.

Michael G. Gartner, immediate past president of the American Society of Newspaper Editors, was sporting one when he addressed the recent ASNE Convention in San Francisco.

A bonus is that the button doesn't just apply to tobacco advertising. "Those words convey a message that goes well beyond the question of tobacco advertising and, indeed, embraces a large amount of the work we do," said W. Terry Maguire, ANPA vice president/general counsel.

To obtain a button, contact the ANPA Legal Department at The Newspaper Center.



Mutual protects you against paper waits.

A lot of papers can pile up during a newspaper strike, and that means a lot of lost revenue. Even when a paper is able to continue printing and distributing, extra expenses such as additional security and advertiser boycotts can be burdensome.

That's why strike insurance from the Mutual Insurance Company of Hamilton, Bermuda, is so important. Strike insurance from Mutual minimizes the financial damage caused by strikes, and provides newspapers with the economic backing needed to endure a strike while a settlement is being negotiated.

A Mutual strike insurance policy covers net profits, fixed charges, and ordinary business expenses in the event of a full or partial strike. Mutual also provides for extra security to protect both personnel and physical plant. As unionization and resistance to automation increase, the protection that Mutual's strike insurance provides is now more valuable than ever.

Mutual offers strike insurance only once a year, with coverage effective from July 1st through June 30th, so contact Mutual immediately to qualify.

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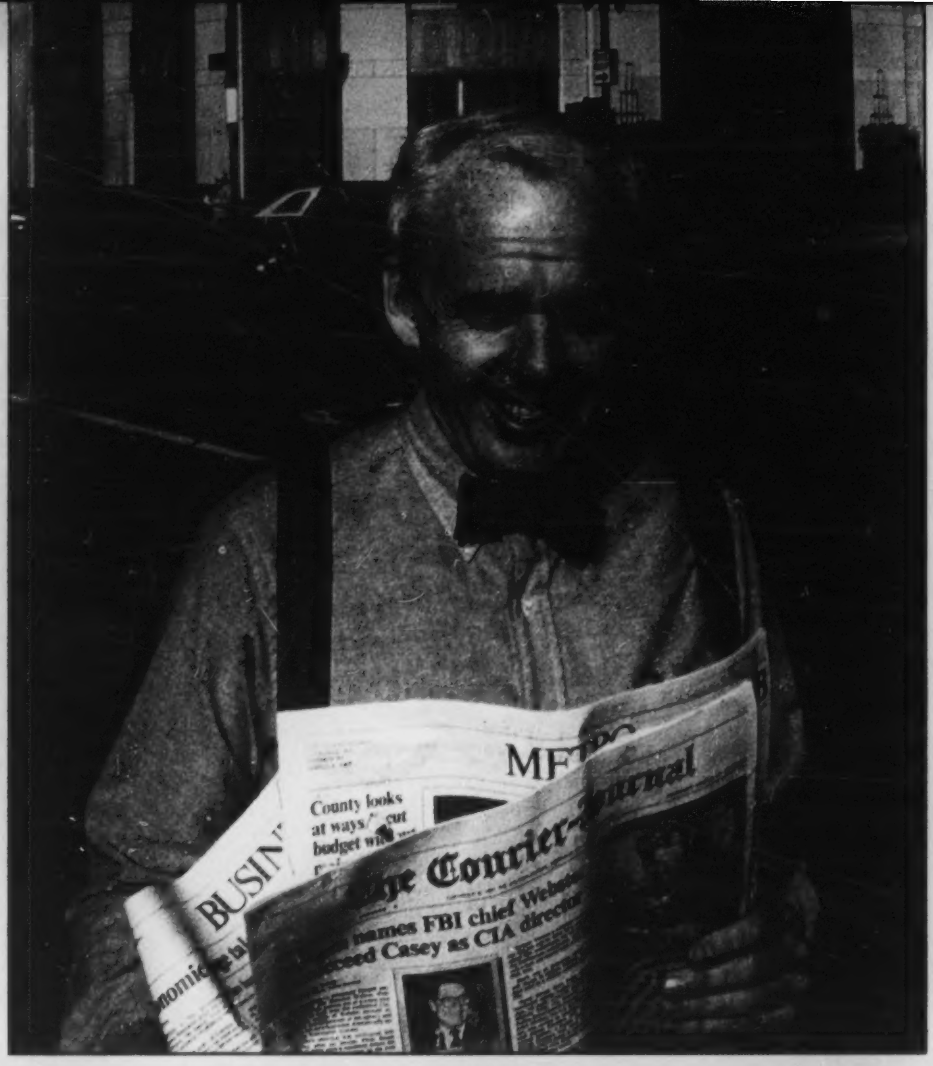

Michael G. Gartner on Freedom of Information:

"We're a more informed nation because of the Freedom of Information Act. We're a more vigorous press because of the Freedom of Information Act. We're a stronger democracy because of the Freedom of Information Act."

Michael G. Gartner
President, American Society of Newspaper Editors and
Editor, the Louisville Courier-Journal, a Gannett newspaper

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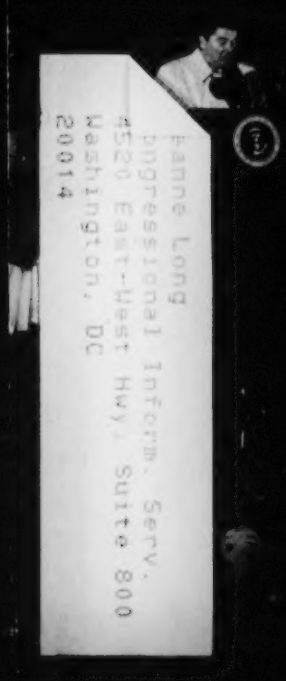
The Journal of the American Newspaper Publishers Association

ANPA's 100th Anniversary Convention



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The exclusive 2 + 1 printing unit lets you print two colors on top of the web, one color on the bottom. Three pairs of cylinders give you three different web threading options. Combine 2 + 1 units with standard 1 + 1 perfecting units and the possibilities are endless.

Add the F36 folder and you can run up to eight webs on one former. For newspapers only, add the high performance F40 folder and run up to 12 webs.

All this, and no bearers. The Distributor doesn't need them, doesn't have them. The unique cylinder arrangement lets you quickly adjust blanket-to-blanket pressure with a simple handwheel—even while the press is running. You change stock thicknesses in a flash. You finish a long run without time-consuming readjustments.

From the bearer-free design to the one-man paper loader to the one-panel start-up system, every aspect of the Distributor 30 is geared to rapid changeover, quick make-ready, and high-speed printing—up to 30,000 iph. It's not surprising that there are over 4,000 units in use worldwide.

If you're in the market for a proven press that combines speed and versatility, write to us at the address below. For fast action, call toll free.

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Convention Report *From President Reagan's Ellis Island address on Sunday to former President Jimmy Carter's speech on Wednesday, ANPA's 100th Anniversary Convention in New York City was an event to remember. Former Sen. Gary Hart's appearance turned it into a newsmaker. Other headline speakers included first lady Nancy Reagan, Senate Minority Leader Robert J. Dole and former Secretary of State Edmund S. Muskie. Discussion topics ranged from minorities in the newspaper business to the Tower Commission report to the next 100 years.* **32**

The suburban trenches *There is a war going on for readers on the fringes of major cities. Newspapers follow different strategies to capture this lucrative market.* **8**

Pagination's progress *Some are blazing trails, but generally newspapers have been slow to embrace electronic layout technology.* **16**

Goodbye to presses? *Electronic printing is just over the horizon. It will be made possible by the use of erasable laser optical-disc technology.* **20**

Voice information services *This new telecommunications tool can be used to inform the public or to improve the efficiency of internal operations.* **24**

Admitting error *To err is inevitable in daily journalism. To correct those errors prominently is becoming common practice at newspapers.* **66**

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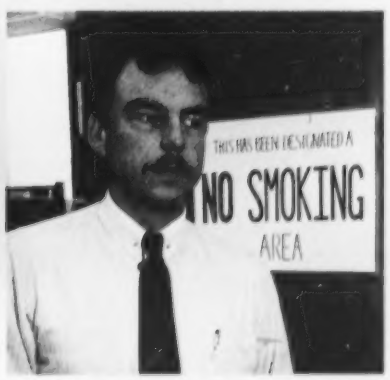
(Cover photo by C. David Rambo.)



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CHAIRMAN'S CORNER

ANPA's organizational strengths will be tested in coming year

ANPA enters its second century with a change to one-year terms for its presidents. After only 12 months, the familiar face of Alvah Chapman, Knight-Ridder chairman, is replaced on this column by that of George Wilson of Concord, N.H. Who?

I know what you mean. Alvah—widely known and respected chairman of one of America's largest and finest newspaper organizations, and bagger of Pulitzer Prizes—yields the gavel to someone who has spent his career of 25 years in a far corner of America trying to satisfy the newspaper needs of 22,000 families. That sometimes means delivering the second newspaper I always bring home to someone who missed his and who calls me. And those are the nice calls.

George W. Wilson

The rotating diversity of leadership in ANPA may be one of its great strengths. The change of leadership annually reminds us of the variety of newspaper interests in all of North America. Paradoxically, with the variety we rediscover the fundamental values that bind us together in common cause and cut across differences of market, ownership, size and background.

In the coming year we are faced with proposed changes in postal rates and the way we report our circulation, possible modifications in Judge Greene's telephone rulings, and new initiatives in the states to tax newspaper sales and advertising. Newsprint and energy prices will rise. We face renewed challenges to find ways to become more efficient, to produce better newspapers and, above all, to help newspaper people use their immense talents and their creativity for the benefit of the nation's readers.

The scores of ongoing ANPA activities dedicated to ensuring a free and vigorous press will not cease with a change in leadership.

Changes from leader to leader seldom are dramatic. That is because ANPA itself has changed to become continually responsive to a constantly evolving environment.

The membership is more involved in a meaningful way. More than 200 executives of member newspapers serve on 11 standing committees and several special task forces. The 22 directors, of diverse backgrounds, are activists, serving on board committees and standing committees. The ANPA staff, expert in numerous fields, from postal affairs to printing technology, is talented, dedicated and responsive to the membership.

A formal planning process forces recommended actions to be discussed thoroughly and to be assigned priorities as they bubble up through committees for final board consideration and action.

But all of this works only so long as ANPA is in tune with your needs. We will make sure we hear you clearly. Call me if you think we stray.

George W. Wilson
ANPA Chairman

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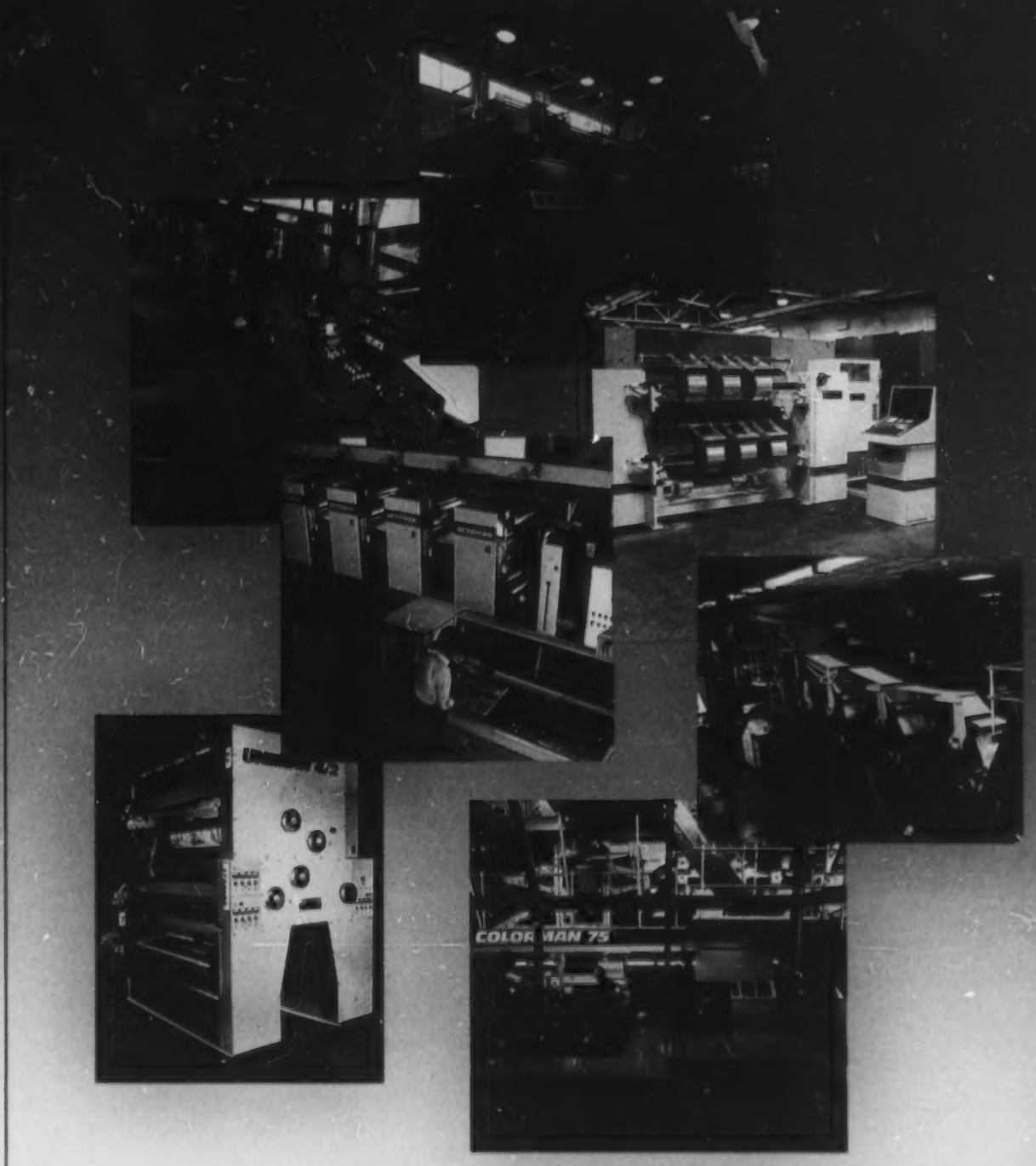

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Doing Battle In the Suburbs

Locals vs. Metros, Locals vs. Locals

BY MARY A. ANDERSON
presstime staff writer

In the shadows of all metropolitan dailies, the landscape is teeming with suburban papers. Particularly in the Northeast and along the West Coast, one urban area merges into the next with wall-to-wall newspapers.

Many suburbs that began as bedroom communities now have become cities in their own right, attracting business and wealthy residents to areas increasingly distant from traditional urban cores.

There, newspapers large and small, daily and weekly, are waging what academician David B. Sachsman calls "the battle on the fringes."

"The urban audience per se is not a money audience," says Sachsman, chairman of Rutgers University's journalism department and author, with free-lance writer Warren Sloat, of *The Press and the Suburbs*.

"The future of the American newspaper is in large regional newspapers or suburban newspapers," he predicts.

"Metros have not made strong moves into suburban areas," says James E. Elsener, executive director of Suburban Newspapers of America, a trade group encompassing more than 1,000 newspapers, nearly all of them non-dailies.

"For awhile, our people were very fearful. But our people have been able to hold onto their basic markets. I don't think there has been a major swing in either direction in the past five years, nor will there be in the next five years."

As newspaper ownership becomes more concentrated throughout the industry, suburban papers are seeking to solidify their markets. To defend against encroachment of metros, papers published in adjacent suburbs and shoppers, some are entering into joint ventures or combining production facilities with sister papers under the same ownership.

Meanwhile, the metros are finding that the best defense against erosion of business is a good offense in the suburbs.

SEEKING READERS. In markets as diverse as Chicago, Washington, D.C., and Philadelphia, metropolitan papers are recognizing that long-term profitability, or even survival, depends on well-laid plans to woo readers living in outlying regions.

Publishers in various markets reluctantly have reached the conclusion that two-newspaper households appear to be a thing of the past—that a reader gained by one newspaper is likely to be one lost to another.

With the stakes so high, it is understandable why the battle for readers is being waged so aggressively.

One suburban paper that has grown phenomenally is the Southtown Economist of Chicago's southwest section, a former weekly transformed into a daily by the time Pulitzer Publishing Co. bought the Economist group of 27 papers in April 1986.

Through a stepped-up sales and promotion plan, the Southtown Economist increased its paid circulation 60 percent in one year, from 18,967 daily at the time of its acquisition to 30,366. Circulation for the Sunday edition grew to 46,320, a 29-percent increase.

Bruce Sagan, president of Pulitzer Community Newspapers Inc., says he sees no limit to the paper's possible growth over the next five or 10 years. Meanwhile, the two metro dailies in that market, the Chicago Tribune and Chicago Sun-Times, have seen slight declines in both daily and Sunday circulation.

Elsewhere, Donald E. Graham, publisher of The Washington Post, recently told a gathering of newspaper analysts that the Post's financial health depends on the answer to one key question: "To what extent will the Post be able to extend beyond the first ring of counties into the second, big, rapidly growing ring of counties, many of which already have their own newspapers?"

Graham said it is a question that the Post should be able to answer successfully, given the already high penetration rates in counties as far as 50 miles from its core market. The lowest penetration in the eight counties surrounding Washington is 31 percent daily and 66 percent Sunday, a "very, very

The Delaware County Daily Times provides tough competition west of Philadelphia.

strong" starting point, Graham said.

Competition with the suburban press causes the Post to be conservative about price increases, Graham said. "We will raise prices from time to time. But we think our shareholders are much better served if the Post keeps pace with this very fast-growing market. And a lot of other newspapers are coming to see the world in the same way."

Like the Post, most urban dailies have been seeking to expand their realms for several years.

Yet a number of dailies that began in outlying areas, such as The Orange County (Calif.) Register and Long Island, N.Y.-based Newsday, have gained such strength that some experts argue that "metro" and "suburban" journalism must be redefined.

"I don't use the term 'metro' anymore," says Sachsman of Rutgers.

His 1985 book on the subject focuses on one such lively market—New Jersey, whose many dailies can all be considered suburban as they bump up against metro dailies published in New York City and Philadelphia. "We developed what is today's suburban press a little earlier than the rest of the country," Sachsman says. "It's a good place to see the whole pattern" of typical competitive pressures.

The competition is particularly intense for what Sachsman calls "counter-coverage"—the local, regional and statehouse reporting that the metropolitan papers often cannot match. Consequently, he says, "The competition here (in New Jersey) is not so much between metros and suburbans but between suburbans and suburbans."

But whether suburban papers are vying with metros, shoppers or each other, one thing is clear: Both the urban giants and their suburban neighbors are devising new strategies to compete in markets that are more congested than ever.

HEATED COMPETITION. "The competition for your franchise has and will heat up," Ruth Clark, president of the marketing research firm of Clark, Martire & Bartolomeo, told SNA last year. "If the metro papers have suddenly discovered the importance of local news, they owe it to you."

Effective local coverage is not just a battle for turf, the researcher added. The biggest prize is long-term reader loyalty—an increasing concern in a time of a decreasing rate of growth of newspaper readership among young adults.

"Populations may change, people may change, advertising sources may change, the landscape may change, competition may change—but, every indication and past experience has shown that as society becomes more complex, one's smaller world becomes more important," Clark said.

Effective local coverage is not just a battle for turf. The biggest prize is long-term reader loyalty—an increasing concern in a time of a decreasing rate of growth of newspaper readership among young adults.

Her research has shown, for instance, "an incredibly strong sense of emotional town identification," even among newcomers. "Throughout the country," she said, "we have been struck by the growing sense of townmanship, local patriotism and pride," despite the fact that adjacent communities are often virtually indistinguishable.

Except for a group she labeled as "high-tech yuppies," who plan on moving on, "Today's suburbanites, even the young ones, are strangely immobile," she said. "There is a craving for smallness and a budding revolt against bigness."

Few, if any, metro newspapers have failed to recognize that possibility.

Every one of 168 dailies with more than 100,000 circulation responding to a 1986 survey said they made some content-oriented change, such as supplements or zoned editions, to win suburban readers.

Hal Lister, who conducted the survey, reports, "There wasn't one of them that hadn't introduced some suburban effort within the paper.

"Unfortunately for many of them, it was too little, too late," says Lister, associate professor of journalism at the University of Tennessee in Martin.

Many of the city-based papers have met with only marginal gains, if any, Lister said, because they frequently geared sections to sweeping areas such as "North" or "South," instead of treating suburbs as "viable, autonomous areas of government."

Thomas Marquardt, managing editor of The Capital in Annapolis, Md., said "for us, the issue is the same as 10 years ago—offering good community journalism that metro papers cannot." Annapolis (1985 estimated population about 68,000) is a small city and a state capital. A mere 25 miles from Baltimore and 32 from Washington, D.C., it is coveted by the metro dailies published in those cities.

Since The Baltimore Sun was acquired last year by The Times Mirror Co., it has been peeking into The Capital's backyard and plans to begin zoned editions there later this year.

"It's no different than a city that has to expand its tax base," Marquardt says. "So (a metro) has to annex territory. (Metros) have to annex new territory to retain readers."

ANNEXATION DRIVES. Indeed, a kind of annexation is the plan of Philadelphia Newspapers Inc. for its two dailies, The Philadephia Inquirer and Philadelphia Daily News.

A recent company description of its new suburban strategy evokes a quest to rescue innocent suburbanites from a type of three-headed Godzilla: Ingersoll, Calkins and Gannett.

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companies control 85 percent of the suburban papers' circulation on weekdays and 90 percent on Sundays.

The long-range plan developed by a task force of executives of PNI and its parent, Knight-Ridder Inc., is one response to a suburban market that is coalescing under group ownership.

Among other goals, the plan should allow PNI to "defend against the attacks of the most dangerous print, electronic and direct-mail competitors," according to the synopsis presented to the company's employees. It continued: "Competition is fierce. . . . Philadelphia's suburban sprawl is moving straight into the arms of long-established and increasingly sophisticated suburban newspapers. . . . The possibilities of combined advertising sales and shared editorial products could give these chains more weapons in their battle against PNI for readers and advertisers."

Then came the bottom line: "Our strength is concentrated in the static and declining areas. New business will not naturally flow to PNI; we must constantly work for it."

The plan's major components focus on the Daily News' increasing financial losses and the Inquirer's need for a stronger suburban presence.

A merged ad staff now offers special rates and incentives for advertisers through combination sales.

Editorially, the plan calls for a spiffed-up Daily News aimed at attracting more city workers who may live in the suburbs and a continuing shift in editorial focus to give the Inquirer more of the feel of a local paper—a process that began in 1982 after its metropolitan rival, The Bulletin, closed. The Inquirer already publishes eight zoned Neighbors sections, with plans for more.

"[The Inquirer] cannot gain readers by being only the metropolitan newspaper of choice; it also must be the local newspaper of choice," executives said in the plan.

For many readers west of Philadelphia, that choice is the Delaware County Daily Times in Primos, Pa.—with 61,885 circulation, Ingersoll's largest newspaper in the area.

Daily Times Publisher Frank Gothie, like many other suburban publishers, says his paper has been able to hold its own. "The new 'Neighbors' edition is definitely trying to eat our lunch, so to speak," he says.

But he has noted no drop in circulation since the Inquirer launched Neighbors in Daily Times territory last fall.

Although the Daily Times' circulation has remained at 60,000 to 62,000 for some years, intensified competition from the Inquirer and a number of local weeklies has the paper constantly looking over its shoulder. "We have these weeklies nipping at our heels and metros trying to squash us," Gothie says. "Overall, our strategy is to keep the quality of our newspaper product" by excelling in local news.

Other newspapers in suburbia also are seeking to solidify their markets.

This year, Copley Newspapers created a new entity by consolidating the production and editing facilities of three suburban newspapers in Southern California, while also homogenizing their look through a common redesign.

The Copley Los Angeles Newspapers, with a combined afternoon circulation of 135,000, consists of The Daily Breeze in Torrance, the Evening Outlook in Santa Monica and the News-Pilot in San Pedro.

As in the case of Philadelphia, the change was born of a Strategic Planning Committee. "We needed to move quickly to solidify our position in some of the most desirable portions of Los Angeles County," says Publisher Bertram E. Winrow.

AMALGAMATION. The Copley case is representative of a key trend of recent years: "in a word, amalgamation," says Lister of

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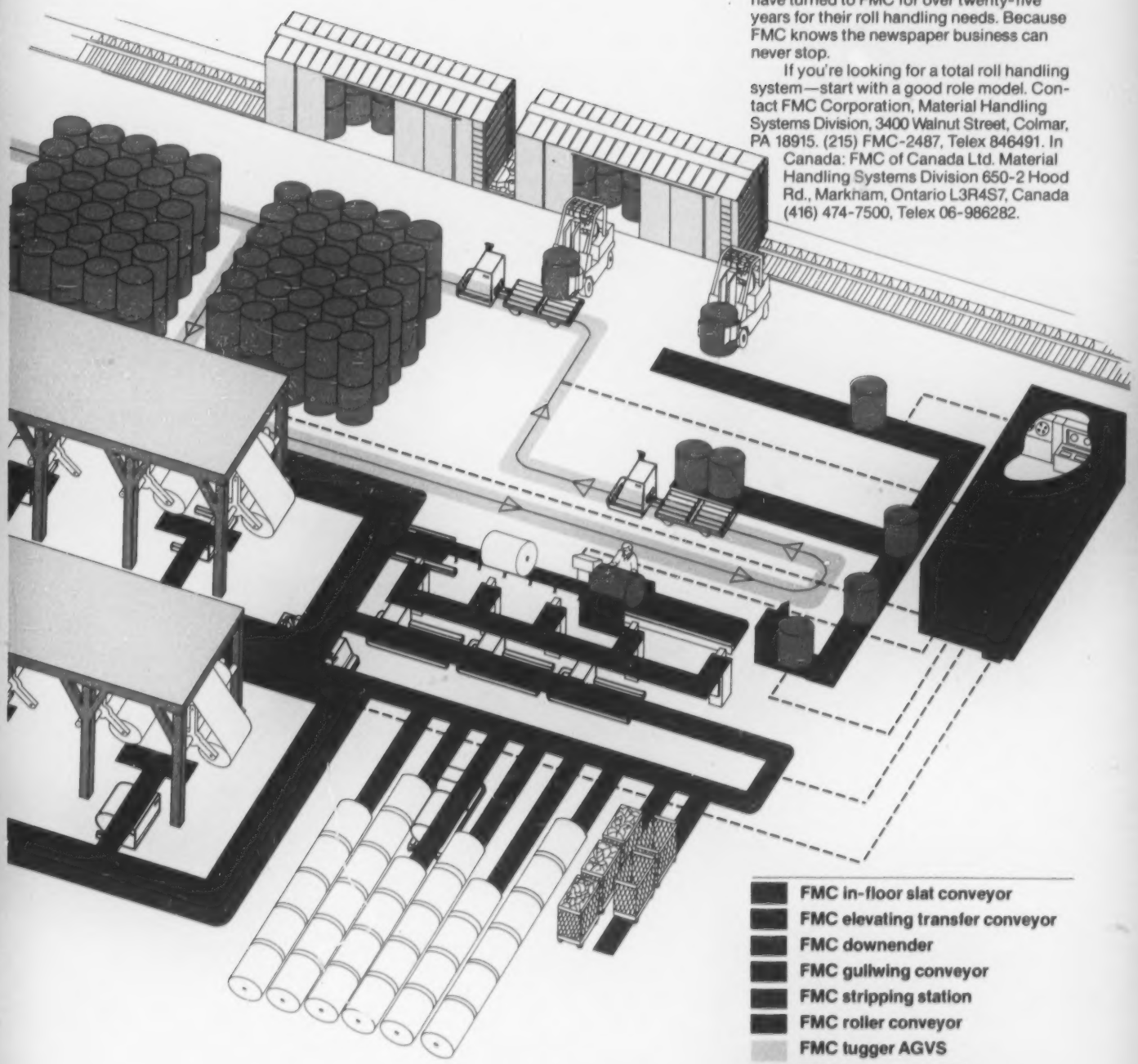

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Lister, who edited suburban papers for more than 20 years in the Milwaukee area, says merging operations or dropping afternoon editions are the primary means by which large and small newspapers seek to gain a competitive edge in an era of flat circulation and often sluggish growth in ad revenues.

For the metros, combining news staffs of jointly owned a.m./p.m. papers or dropping afternoon editions has enabled them to eliminate duplicative coverage and thus spread staff reporting over a larger geographic area.

Such efforts are viewed as evidence that the competition between the big-city papers and their suburban counterparts is fiercer than ever [**presstime**, Aug. 1982, p. 38].

"I think the lines are pretty well drawn. It's kind of like the First World War in a way. They (suburbans and metros) are both trying to advance—taking a step forward and a step back," says Elsener of Suburban Newspapers of America.

Meanwhile, the suburban press also finds itself fighting off new competitors in their own markets, including other paid- or free-circulation suburban papers and shoppers. Some suburban publishers have followed the lead of the big newspaper companies and created specialty publications for farmers, professionals or consumer groups, he says.

By and large, though, suburban papers have maintained their traditional strength: the local-news franchise.

This was verified in a recent survey of newspapers about their competitive strategies. It was made at the behest of the Associated Press Managing Editors Association's Committee on Small Newspapers, headed by Marquardt of Annapolis. Results will be presented to the association in September.

Johnny R. Vardeman, managing editor of The Times in Gainesville, Ga., and one of two APME members who conducted the survey, says respondents made the same point "over and over. It's just doing a better job of doing what they have been doing all along: local news."

"Most of them seem to feel they were holding their own and not really concerned about metros beating them," says Vardeman, whose own paper is published 50 miles north of Atlanta.

COMPETITION REDEFINED. On the other hand, concentrating on "local news" could be the kiss of death for daily metro papers, some observers say.

Metros "must become regionalized to offer the coverage that is not the bailiwick of the suburban paper," says Lister. He also sees hybrids emerging, taking after Long Island's Newsday. "Newsday is a perfect example of a good metro daily and a perfect example of a good suburban paper."

Newsday is unique among suburban papers by virtue of its incursion into the heart of a city.

But author Sachsman says Newsday should not serve as a model for other suburban papers to follow, only as an interesting experiment. "Generally, head-to-head competition in a core urban market is suicidal. Nobody else should risk the kind of money that Newsday is risking."

But, he adds, Newsday has a unique opportunity to advance from its suburban base while positioning itself for a middle-class market should one of the Manhattan tabloids fail.

"What Newsday is doing now could turn out to be some kind of fabulous investment," Sachsman says. □

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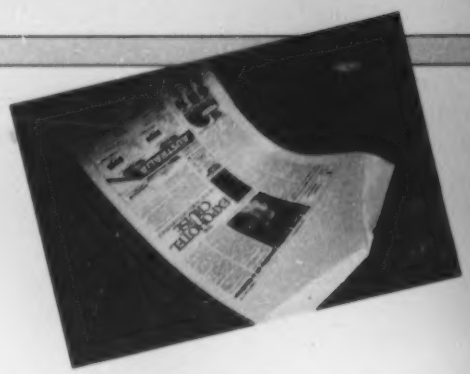

PAGINATION

Slowly Finding a Newspaper Niche

BY ROSALIND C. TRUITT
pressstime technical writer

(Editor's note: This article is the last in a four-part series on new electronic pre-press technologies and how they are transforming the newspaper business.)

Pagination technology can be found in a larger number of newspapers these days, but the flow of the technology into newspaper plants still is more a trickle than a torrent.

Most newspaper executives and pagination manufacturers agree the technology continues to mature. And as it does so, research and development centers on creating systems that are faster, easier to use, and able to integrate process color into a page for full-page output to a typesetter or directly to a printing plate.

As the technology evolves and improves, the question remains: Why haven't more newspapers adopted pagination?

"The technology is there, but a lot of newspapers feel it is just too expensive for them," says George Cashau, ANPA director/technical research.

He and other observers say that although pagination offers many benefits, many newspapers believe those advantages do not outweigh the up-front cost of purchasing a system.

Of the approximately 1,770 daily newspapers and many more thousands of weeklies in the United States and Canada, about 250 have welcomed the technology into their plants, according to Eric Wolferman, executive editor of The Reporter in Lansdale, Pa., and an expert on pagination. But of those, only a handful have complete systems integrating text, halftones and other graphics. These advanced systems, integrating many functions, cost $1 million to $4 million. Less expensive systems are widely used for production tasks.

In addition, hundreds of smaller papers have flocked to "desktop publishing" technology, a form of pagination using a personal computer and a laser printer [**pressstime**, March 1987, p. 22].

Overall, the pagination users interviewed by **pressstime** say the equipment lives up to their expectations that it would save time and reduce manning requirements.

But a recent incident at The Arizona Republic and The Phoenix Gazette underscores the need for continuing R and D. In late April, the pagination system used by the two newspapers since September 1985 suffered a major crash—one so serious it raised doubts that publication would be possible on the day it happened, says William R. Hogan, vice president and general manager of Phoenix Newspapers Inc.

The crash precipitated a mad scramble to retrieve earlier-generation ad-makeup terminals from a warehouse. In addition, workers had to be retrained to perform their old jobs—manual pasteup of pages.

Although no complete editions were missed, two zoned sections could not be printed at first, and normal operations were not restored until more than a week and a half after the crash.

"I still have a lot of confidence in the system" manufactured by Information International Inc., Hogan says. "It's worked very well for us overall."

The problem arose when Triple-I installed a new microchip to boost the system's power and speed. Hogan says the equipment also may have been taxed by an increase in the number of pages being processed from an initial 400 a week to nearly 700.

Prior to the crash, the morning Republic was electronically laying out about three-fourths of all pages—everything except the front and sports sections; the afternoon Gazette had received its pagination training later and was paginating a lesser percentage.

To enable the newspapers to resume paginating, technicians restored the old microchip temporarily. Once satisfied the problem is solved, they plan to reinstall the new microchip, and Hogan says it could happen by the middle of this month.

> *"The technology is there, but a lot of newspapers feel it is just too expensive for them."*

Perhaps the most unfortunate aspect of the crash was its timing. It occurred in the middle of a seminar Phoenix newspapers and Triple-I were conducting to brief executives from other newspapers on how the equipment was performing.

"Even though we've been using the equipment for awhile, we're still in an R and D mode here," Hogan says.

Leroy Bell, vice president of customer support for Triple-I, says the adaptation of pagination to newspaper publishing has been an evolutionary process, both for personnel working with it and for the equipment itself.

"You have to remember that pagination has been used to produce pages, complete with line art and halftones, for technical documents and for magazines a good long time," he observes. Pagination has been used for magazine production for nearly 10 years, while the first newspaper experimentation with the equipment occurred six years ago.

The biggest challenge in bringing pagination technology to a great many more newspapers? According to Bell, it is the relentless deadline, often several a day. "A news magazine has a deadline once a week. A journal, once a month. Pagination at newspapers puts different demands on people as well as the system."

Those unique demands may explain why pagination, a major piece of the puzzle depicting the electronically reproduced newspaper, hasn't dropped into place as neatly as did VDTs more than a decade ago.

"Pagination equipment is more sophisticated and more difficult to operate than VDTs were when they first entered newsrooms," notes Wolferman of the Lansdale daily. "VDTs aren't really that much different than typewriters." Wolferman has overseen the installation of a pagination system at his paper and at another Gannett paper, and he acts as a consultant to newspapers that are considering pagination systems.

"Pagination requires a whole new way of thinking," he says.

That new way of thinking involves a totally integrated pagination system that includes all elements of a page, including photographs.

Experts say that electronic photography will help make totally electronic newspapers a reality. Electronic photos will be previewed on a screen, cropped and integrated into a page without ever being reproduced on photographic paper.

Companies that develop and market pagination equipment thus are concentrating research on the storage and manipulation and integration of continuous-tone graphics, including color.

CAPABILITIES VARY. Two years ago, medium-size newspapers were believed to be the best market for pagination equipment because smaller ones could not afford it and large ones had page volume exceeding its pages-per-hour capacity [**presstime**, March 1985, p. 30].

That remains somewhat true, although the equipment is becoming more affordable and faster.

Still, the vast majority of newspapers with pagination systems today are not producing pages complete with halftones and text, says Wolferman. They reserve spaces for graphics on the page, then manually insert photographs and other graphics. For the most part, pages are sent to a typesetter in two halves and after being reproduced on photographic film are pasted up manually.

A few newspapers, including The Wall Street Journal and the Daily Record in Morristown, N.J., use systems that send the completed page directly to platemaking. The Journal's system stores graphics digitally, then merges line art, text and advertisements for output to the plate.

Despite its high initial cost, the direct-to-plate method is the best way to go in the long run, says Kim Breese, vice president/operations at Dow Jones & Co, which publishes the Journal.

"The key is being able to go directly to plate. If you're still outputting to a typesetter, as far as I can see, that's not far removed from a system where you use pasteup people and cameras."

In Morristown, where a direct-to-plate system manufactured by Autologic Inc. has been used for about a year and a half, work is under way to incorporate color halftones. "If we were going to spend $2.5 million on a system, then we wanted a full-blown system," says Howard J. Eichler, vice president/operations at the Daily Record.

The number of companies manufacturing pagination equipment continues to increase, but a handful seem to attract the most interest from newspapers in terms of sophisticated technology or numbers of systems sold.

Nyle Leatham, Phoenix Newspapers Inc.

Linda J. Vachata (above), a features editor of The Arizona Republic and The Phoenix Gazette, uses a mouse to design a page that is typeset automatically (photo on facing page).

They include Atex Inc., Autologic, Crosfield Hastech, Cybergraphic Systems Inc, Dewar Information Systems Corp., Harris Corp., Information International and Xenotron Inc.

In addition, companies such as Crosfield Electronics Ltd., D.S. America, Hell Graphics and Scitex America Corp., offer color systems that can store, crop and otherwise manipulate color photographs and then insert those elements into the assembled page.

Even though the number of newspapers that have adopted pagination is still relatively small, interest in the technology remains high, and the subject has become almost a fixture at conference sessions at ANPA's annual trade show. (See story, p. 112.) That interest is translating into serious consideration for many newspapers, vendors say.

"I noticed the change last year at the ANPA show," says Albert Fenaughty, president of Triple-I. "People came in seriously looking at the equipment and discussing ways in which they could actually use it in production at their publications. In past years, our situation was a little like exhibiting at an auto show. When you have something new and exciting, people come and look at what you've got because they want to see what everyone's talking about, not because they're thinking about buying it."

In the past year, Fenaughty says, Triple-I has sold an advertising makeup system to The Indianapolis Star and The Indianapolis News, and a page makeup system to a Japanese financial daily. The firm is conducting "serious talks with a number of other newspapers," he adds.

Fenaughty says newspapers have been drawn to pagination because of the control the systems offer. "They see the chaos level going way down and the quality levels way up."

The companies that design pagination equipment say they work constantly to make the equipment easier to use. For example, terminals such as Cybergraphic's CG 250 G allow the user to copyfit all the various elements of the page, combining different fonts and story depths. A split screen also enables the user to preview the typeset page while viewing text to be inserted on the other side of the screen.

Pagination's proponents continue to cite a number of distinct benefits it brings to newspapers.

IMPACT ON STAFF. Pagination's proponents continue to cite a number of distinct benefits the technology brings to newspapers, including more control over the finished product, reduced manning requirements in the composing room, less time required to make up pages and thus im-

proved deadlines, and better looking pages.

Larry Allison, senior vice president and editor of the Press-Telegram in Long Beach, Calif., a pagination pioneer among newspapers, also says it allows his editors to try a variety of options in a short period of time and offers flexibility for last-minute changes. "Pagination certainly is here. We produce our newspaper that way every day," says Allison. But he says he understands the skepticism of others. "Until we began paginating, I was skeptical, too."

The Press-Telegram has been using a Triple-I system for about two years. It produces full-page output of text, halftones and line art to a typesetter. "If we didn't feel the technology was there, we wouldn't have purchased the system. We wanted a system that did it all, including digitizing halftones," says Allison.

Wolferman says, though, that pagination's progress will hinge not on how fast the technology advances but on how the technology is managed. He and other newspaper executives say introducing the new equipment to employees should be done gradually; staff members should be consulted as various systems are considered; classes should be set up, and users must be given time to practice extensively.

"It does have its bugs, but when it works the way it should, people really like it."

Careful consideration of the conversion to pagination also gives the newspaper time to deal with potential labor problems when positions are eliminated because of the new equipment.

In most cases, newspaper executives say they began paginating on sections printed in advance and moved later into the "live" pages that often change right up until deadline.

Most difficult, many say, is coordinating page jumps.

Most newspapers also are making paginating a part of the daily routine of copy editors, news editors or other editors. "We don't have paginators here. We have editors," says Mike Dunnell, an assistant managing editor at The Windsor (Ontario) Star, who oversees the system in the newsroom there. "Everyone has to know how to paginate in case someone is out unexpectedly. It's just become part of the job description."

In Long Beach, a different route was taken. "We looked at pagination and decided we'd be imposing a very complex new system on the traditional newsroom structure, and we decided that wasn't the way we wanted to go," Allison says.

Instead, the newspaper created a design department with a staff of 13 full-time employees. Some were former desk editors who expressed an interest in design; others were hired from outside. Allison says each section editor still controls the content and play of stories, but the designers create the pages. The section editors review pages before final output.

Also happy with pagination are employees at The Hamilton (Ontario) Spectator, says William J. Muir, production editor. The Spectator began using a Harris 8300 Page Layout system last December. Editors receive five eight-hour days of training. Muir says they are about halfway through the learning curve. "It's very important to get people using equipment early and often. The more you use it, the better you become at it," he says.

The afternoon paper has found that with pagination, it can make changes to the front page as late as 10 minutes before press time, compared with an hour under manual paste-up. Between 65 percent and 75 percent of the newspaper is currently being paginated.

Hogan of Phoenix says some editors had to be coaxed into using the new system, but for the most part, it was readily accepted. That made it harder to go back to the old way of doing things when the system crashed.

"Basically, you have journalists up to their ears in electronics," he says. "It's a totally different field. It does have its bugs, but when it works the way it should, people really like it."

Dunnell in Windsor, Ontario, agrees. "It would take a major disaster to make us go back to the old way of cut and paste. Pagination isn't 'either/or,' it's the way we put out our newspaper. If I can reflect back to the way it was when we first had VDTs, if you took out VDTs now, the staff would walk out. If for some strange reason we got rid of pagination at this point, our editors would be very upset. It's just the way we do things." □

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Presses May Be Museum Pieces By the Turn of the Century

BY WILLIAM D. RINEHART

Electronics in the past decade moved Ottmar Mergenthaler's hot-metal Linotype from newspaper composing rooms to museums. By the turn of the century, if not before, electronics will move the heavy iron presses from newspaper pressrooms into the same museums.

Currently, newspapers use an iron monster weighing 400 tons to put one-fifth of an ounce of ink on 64 pages of paper. Such complex press systems severely limit the flexibility of a newspaper to zone its run-of-paper advertising and news content.

Today, newspapers can zone preprinted advertising inserts with precision, yet they cannot offer the same flexibility with their mainstay ROP product. What's more, newspaper ROP reproduction can't compete with that of many preprints.

Current press technology also prevents distribution of news of special interest to subscribers. One news package must fit all, regardless of any individual special interest. The subscriber who doesn't care about stock prices nonetheless gets pages of financial data.

The electronic press technology of the 21st century will allow a newspaper to customize each subscriber's news copy and allow advertisers to reach target zones or even particular subscribers.

Electronic press technology will enable newspapers to print high-quality ROP and to run preprints on coated stock as part of the subscriber's newspaper. Instead of receiving preprints by truck from a commercial printer, the newspaper will receive an advertiser's prepared copy on a delivered electronic compact disc or from a satellite transmission directly into electronic ad storage. The electronic newspaper of tomorrow won't have to share preprint expenditures with a commercial printer and a trucker.

On the immediate horizon—and representing the first necessary step toward electronic printing— is erasable laser optical-disc technology, which will have a profound effect on all areas of newspaper operations. This type disc provides a new way to store computer information very compactly and at extremely high speeds [presstime, Jan. 1987, p. 61]. A number of companies are in final development stages of erasable discs, including Sony, Matsushita, Du Pont and Philips.

The technology will have a material effect on full-page pagination, electronic photography and other computer operations. It is a key development—one that will make all-electronic newspaper printing a reality.

The computer storage provided by erasable discs will make it possible to image a newspaper page electronically. Adjacent to each electronic page imager will be an erasable disc dedicated to the imaging of that page.

This will enable newspapers to make copy changes "on the fly." Each newspaper will have the potential of being addressed to an individual subscriber.

Other than reels and folders, the iron will be gone once this new technology is available to newspapers.

As was the case with early offset press developments, all-electronic imaging is already being used in small commercial printing applications. The machines involved are no longer called presses; their producers refer to them as "engines."

Delphax Systems of Randolph, Mass., is producing an ion deposition engine—a press. It is an all-electronic imaging system that prints high-quality text and graphics (although no photographs as yet). Sales are in the thousands of units for computer printouts, 8½-by-11-inch commercial printing, etc.

Advanced Graphic Systems Inc. of Mt. Laurel, N.J., is producing an all-electronic magnetographic engine. The computer signals write the image by charging a magnetic drum.

And many companies, such as Xerox Corp., are producing laser-imaged engines (printers).

Meanwhile, ink-jet printers are being manufactured by a number of firms. Canon U.S.A. Inc., for example, reproduces high-quality color photos with an ink jet.

None of the ion deposition, magnetographic, laser or ink-jet units currently available are adequate for newspaper printing. An all-electronic newspaper imaging engine will require new technology—technology that ANPA believes can and will be developed in the next decade providing proper research-and-development work is undertaken.

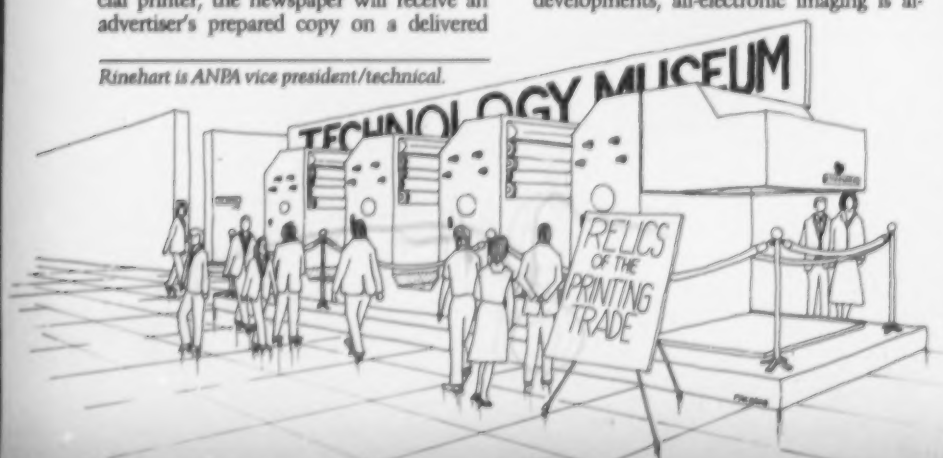
All-electronic newspaper imaging will be made practical because of the development of the erasable laser optical-storage disc.

The new electronic imaging systems will enable newspapers to serve advertisers and readers better by giving newspapers complete flexibility to customize copies.

Undoubtedly, the first electronic imaging will be in the form of add-on units to existing iron presses. As the technology improves, the iron presses will be replaced by the new electronic imaging systems.

The ANPA Technical Committee hopes the current suppliers of the iron presses will start research into all-electronic imaging. It is also hoped they won't fall into the pit that trapped many of the major producers of hot-metal composition equipment: Many of them failed to recognize photo and electronic typesetting, and thus failed to survive. □

Rinehart is ANPA vice president/technical.



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'Voice information' offers a relatively low-cost way to dabble in new telecommunications services

BY MARGARET GENOVESE
pressime staff writer

Want to know what's on television today in Tulsa? You could get a copy of the Tulsa World and look it up.

Or you could dial (918) 582-CITY and get the day's TV highlights—plus stock market quotations, sports scores, community events calendars and other recorded information—from CityLine, "a telephone information service of the Tulsa World."

CityLine is one of a broad category of services—generally lumped under the heading of "voice information services"—that offer electronically stored voice information or messages over the telephone. They can be geared to the public, like CityLine, or to interior business operations, like messaging, call handling, telemarketing and transactions.

Although some experts believe there is a coming VIS market for newspapers, right now interest among publishers is "modest," according to Kathleen Criner, ANPA director/telecommunications affairs.

She estimates that only about 12 to 20 newspaper companies currently operate publicly accessible voice information services. Most are looking at them as a "complement" to their papers, Criner says, rather than viewing them as an entirely separate business the way a few years ago they viewed ventures into other electronic information services such as videotex and teletext.

Unlike videotex, these services use the familiar and ubiquitous telephone as the sole device for retrieving information, not costly computer terminals. But like videotex, they are slow to return a profit. Among those newspaper companies willing to talk about the profitability of their ventures, none reported making any money from the services.

Newspapers are "dabbling" in VIS, just as they dabbled in videotex, says Robert M. Johnson, chairman of the ANPA Telecommunications Committee. However, with voice information services, the cost of entry is "considerably less."

Johnson, publisher of Newsday on Long Island, N.Y., speculates that newspapers may be reluctant to jump into VIS, which used to be known as "audiotex" [pressime, Oct. 1984, p. 28], for several reasons. First, it involves information provided in audio and not textual form, so they may not consider it an integral part of their businesses. Second, they may have been lulled into a "false sense of 'Nothing is going to happen in this area'" because of the failures in videotex.

Johnson predicts there will be a market for voice information services and, because costs are relatively low, "there will be people learning to make a living" from it.

Newsday, which studied the field for eight months, took over the service providing weather information in New York City on May 1 and is examining public interactive services for possible investment.

It also is considering the opportunities for using VIS internally. "More and more large newspapers that are developing more sophisticated internal telephone systems are beginning to use it," says Johnson.

Only 4 percent of the approximately 475 newspapers responding to an early 1986 survey by the ANPA Telecommunications Committee said they had a voice messaging, or "voice mail," system. However, ANPA's Criner believes more may have purchased such equipment within the past year.

When integrated with a company's own telephone system, she says, such systems are expensive, which may have limited their acceptance. However, she says, costs are coming down, and service bureaus are springing up that will provide a company with internal VIS capability at lower cost. Some independent telephone companies currently provide such services, and the regional Bell operating companies may be unleashed to offer them, too.

The role of the telephone company in VIS services is one on which ANPA is of two minds.

The consent decree governing the breakup of AT&T prohibits AT&T and the BOCs from offering electronic information services.

However, Newsday's Johnson says he has "no doubt" that if the court-imposed restrictions are removed, the BOCs will "get

A fully staffed newsroom—17 employees strong—supports DowPhone.

in (to VIS) as quick as they can." BOC participation will make it hard for others to compete, he says. ANPA has urged retention of the information-services restriction.

On the other hand, ANPA has said that the telephone companies should be allowed to offer some technical services in the voice information services field if they can be offered in a "content neutral" way and with anticompetitive safeguards in place.

"There are some technological things that the telephone companies can do in their networks to facilitate some kinds of voice storage applications," says Uzal H. Martz Jr., chairman of the Telecommunication Committee's Diversity Task Force and president and publisher of the Pottsville, Pa., Republican. "We've already gone on record as supporting applications utilizing network facilities when the telephone companies are not, themselves, involved in the content."

Currently, the VIS industry as a whole is "growing rapidly, but is still quite small," according to Mary Jo Culp, an executive at Pacific Bell and chairman of the Voice Information Services Section of the Information Industry Association.

Culp says LINK Resources, a New York City telecommunications consulting firm, estimated 1986 nationwide revenues from the voice information-services industry at $1.2 billion. However, she says, industry revenues are expected to grow at a compounded annual rate of 27.5 percent per year through 1991, when annual revenues will be $4.1 billion. Almost half of this is projected to come from equipment sales to the industry.

INTERACTIVE MODE. Much newspaper VIS activity has been in establishing so-called interactive services, such as Tulsa's, where callers can choose among a variety of types of information using a touch-tone phone. Dow Jones & Co. was a pioneer in this area with DowPhone.

Operating since January 1984, DowPhone now has a news staff of 17 people who take information produced for other Dow Jones products and edit it for use on the voice information service.

"We are enhancing the service as we go along," says Charles E. Barnes, director of audiotex services.

Other newspapers' services also highlight financial information.

The Tulsa World began offering its CityLine service last August. Initially, it had only StockQuote HotLine, by which a caller at no charge can obtain the current market price of any stock by entering a code for the stock using the telephone keypad.

According to Executive Editor Bob Haring, the newspaper initially figured that it would get about 2,000 calls a day to the stock service, and that it would take a month or two to reach that level. But it hit the target "almost immediately."

There were so many callers getting busy signals that the newspaper quickly increased the number of lines from 14 to 24. It also expanded the types of offerings sooner than anticipated and hired a manager to run the service and sell advertising.

The expansion started in September with sports information. "That took a terrific burden off our sports staff," which typically handled "hundreds" of calls on Friday and Saturday from people looking for sports scores, says Haring. "We put that on CityLine and, boy, the calls to the sports desk just stopped overnight."

The vast majority of the calls are to the stock service, according to Gil R. Swalls, director of CityLine. In January, when the stock market was unusually active, the service logged 120,990 calls. Since then, usage

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CityLine has enabled the Tulsa World to save newsprint by relying on the phone service to provide descriptions of TV shows. It also has resulted in 30-percent fewer stock listings in the paper.

has dropped. The service took 112,867 calls in April.

Ads on the service cost between $100 and $500 a month, depending on the popularity of the particular type of information. Callers can stop the flow of information at any time to move to another information category except when a sponsor's commercial message is being played.

The service has been operating on a "break-even" basis from the beginning, according to Haring. But he says there "clearly" is profit potential in the service. "As the calls build and as the customers learn to use it, I think the potential is there."

The single biggest operating expense is telephone lines, he says. Next is personnel. In addition to Swalls, some World staffers are paid to prepare information for the service. The only other expense is the cost of the Associated Press stock feed.

Swalls says CityLine has enabled the newspaper to save newsprint. It relies on CityLine to provide descriptions of TV shows and now just prints times and titles in its daily TV grid. It also reduced by about 30 percent the stock listings it provides in the newspaper.

CityLine also gives the newspaper a means to provide community service. For example, during a weekend flood, the newspaper made CityLine available to city officials to give the public water level updates and evacuation announcements. It received 8,000 calls in 36 hours, Swalls reports.

The Tulsa paper purchased the equipment for the venture from Brite Voice Systems Inc. of Wichita, a company founded in 1983 by Stanley G. Brannan, who also founded Mycro-Tek, the newspaper front-end system manufacturer.

The equipment includes an interactive voice computer, an operator control terminal, software, a report printer and optional interfaces to the AP stock wire and DowPhone. Brite Voice has sold the equipment in 25 markets, and purchasers include nine newspapers.

Cost depends on the size of the market, with a major variable being how many telephone lines a system operator wants, Brannan says. For a small newspaper, the equipment package starts "in the neighborhood of $31,000." For a market as large as Tulsa, the cost is about $150,000.

The target for each market, Brannan says, is to generate revenues up to two-and-a-half times expenses, "depending on how aggressive they are in their local market." He says he does not know whether any of his company's clients are making a profit.

Not all such services are advertiser-supported. DowPhone charges a subscription fee, as does The Oakland Press in Pontiac, Mich. The Providence Journal Co. will begin offering an interactive service June 1 that will solicit neither advertisers nor subscribers. However, people will have to obtain a copy of the newspaper every day to use the service. A different four-digit access code will be used every day, and that number will only be found in the newspaper.

GROWING PASSIVE PRESENCE. In addition to experimenting with interactive, electronically stored information services, newspapers are expanding their practice of providing the public with passive, recorded messages.

Richard H. Friedman, president of Weatherline Inc., a St. Louis firm that offers a weather-announcement service to newspapers and others, reports his company has about 23 daily newspaper clients, up from 16 in 1984.

These types of announcements are generally free to the caller, and thus return no revenue to the newspaper. But they have other benefits. One is their promotional value. For instance, each caller to the weather, business or sports hotlines operated by the Houston Chronicle hears a pitch to subscribe to the newspaper.

These hotlines also provide a reader service and take the burden of responding to routine calls off the newspaper staff. The Atlanta Journal and The Atlanta Constitu-

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Opus is resident penguin in Bloom County, the comic strip by Berke Breathed, winner of the 1987 Pulitzer Prize for editorial cartooning. And Charles Krauthammer has won the 1987 Pulitzer for distinguished commentary with his once-weekly editorial page column. They join David Broder, George F. Will and Ellen Goodman as Pulitzer winners from the Washington Post Writers Group. The prizes are piling up. So are the readers.

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tion offer a sports hotline, in cooperation with a local radio station, because the newspapers have an "implicit contract with our readers to provide them with information that doesn't go into the paper," says Managing Editor Glenn McCutchen. The recording provided by the newspapers is heavy on scores of sports events that occur too late to make their final home editions.

The newspapers have an "ulterior motive," too, in providing the scores; it "courteously" deflects calls that would have gone to the sports department, McCutchen adds.

In some markets, newspapers merely provide the information to other companies, that offer the service at a cost. The Chicago Sun-Times, for example, which once operated its own sports hotline, now cooperates with Phone Programs Inc., a national company that provides passive voice information services to the public as a money making business through special "976" phone lines. The Sun-Times promotes, on a daily basis, the sports and racing services on its agate sports page. In exchange, Phone Programs plugs the paper at the beginning of its recorded announcement.

Unlike the services offered free by some other newspapers, callers to the Sun-Times-affiliated service are charged 25 cents for the calls. The money is split between Phone Programs and the telephone company; the Sun-Times receives no money.

USA Today offers a similar service on a national basis, using AT&T's "900" service. "We like the idea of keeping our readers informed," particularly on weekends when USA Today doesn't publish, says Philip A. Fuhrer, vice president of Gannett New Media, the company's research-and-development division.

The service is offered through a New Jersey company, A.G.Young & Associates, which updates the information every 10 minutes. USA Today sports writers produce some recorded material for the service, which averages 25,000 to 30,000 calls a weekend, according to Fuhrer.

To listen to the two-minute sports recording costs the caller 85 cents. The service begins to make a profit once an AT&T-set minimum of 14,000 calls in a seven-day period is met. "This is not some big money maker, obviously," says Fuhrer. "But if you do enough volume, then, yes, you will generate some money." The profit is split between USA Today and Young.

MESSAGING, CALL HANDLING. Increased efficiency inside the newspaper plant, rather than interaction with the public for profit or promotional gain, is the incentive for several other newspapers involved in VIS technology.

In the advertising department, the services are being used to take messages for the sales staff and to record responses to classified ads [**presstime**, April 1987, p. 22].

In the circulation department, they are being used to route complaints to delivery personnel. For example, the Chicago Tribune has used a voice-mail system in its circulation department since last April. When the department receives a delivery complaint, a circulation employee records the message and places it in the "voice mail" box of the appropriate delivery agent or distributor, who is required to call in at least once an hour to retrieve the recorded messages.

The system has enabled the paper to reduce its call-relay staff from 11 to four. "If you don't need to talk to the person, it's the best way to communicate," says Debra A. Kollins, the Tribune's telecommunications manager.

Another Tribune Co. property, the New York Daily News, uses its four-month-old voice information service in the editorial and advertising departments. The system also is used for call handling. After 8 p.m. and before 8 a.m., it answers the phone, and a recorded message gives callers a selection of departments that they can reach by pressing a number on their touch-tone phones.

Only one newspaper company has gone outside of its own operation to offer such voice information services to other firms. Voice Response Inc., a subsidiary of Lee Enterprises Inc. of Davenport, Iowa, has developed a system capable of handling large numbers of incoming calls simultaneously. For instance, it was used by NBC News during the last presidential election for exit pollsters to report their results.

Initially, Lee had looked into providing passive, recorded announcements in the top 100 U.S. markets using telephone company 976 lines. According to Voice Response President Robert D. Ross, vice president, new ventures, at Lee, it abandoned the idea when some telephone companies declined to provide such lines. According to Ross, fear that the lines would be used for pornographic message services may have scared some of the companies away.

Some telephone companies did decide to provide 976 service, and Lee and Phone Programs Inc. protested the terms under which several are doing so. They have asked the U.S. Department of Justice to investigate whether the rates being charged by those telephone companies violate the terms of the AT&T consent decree because they give the telephone companies a financial stake in the information being provided over their transmission lines.

That problem notwithstanding, Ross remains a big believer in VIS. "The applications are endless," he says. □

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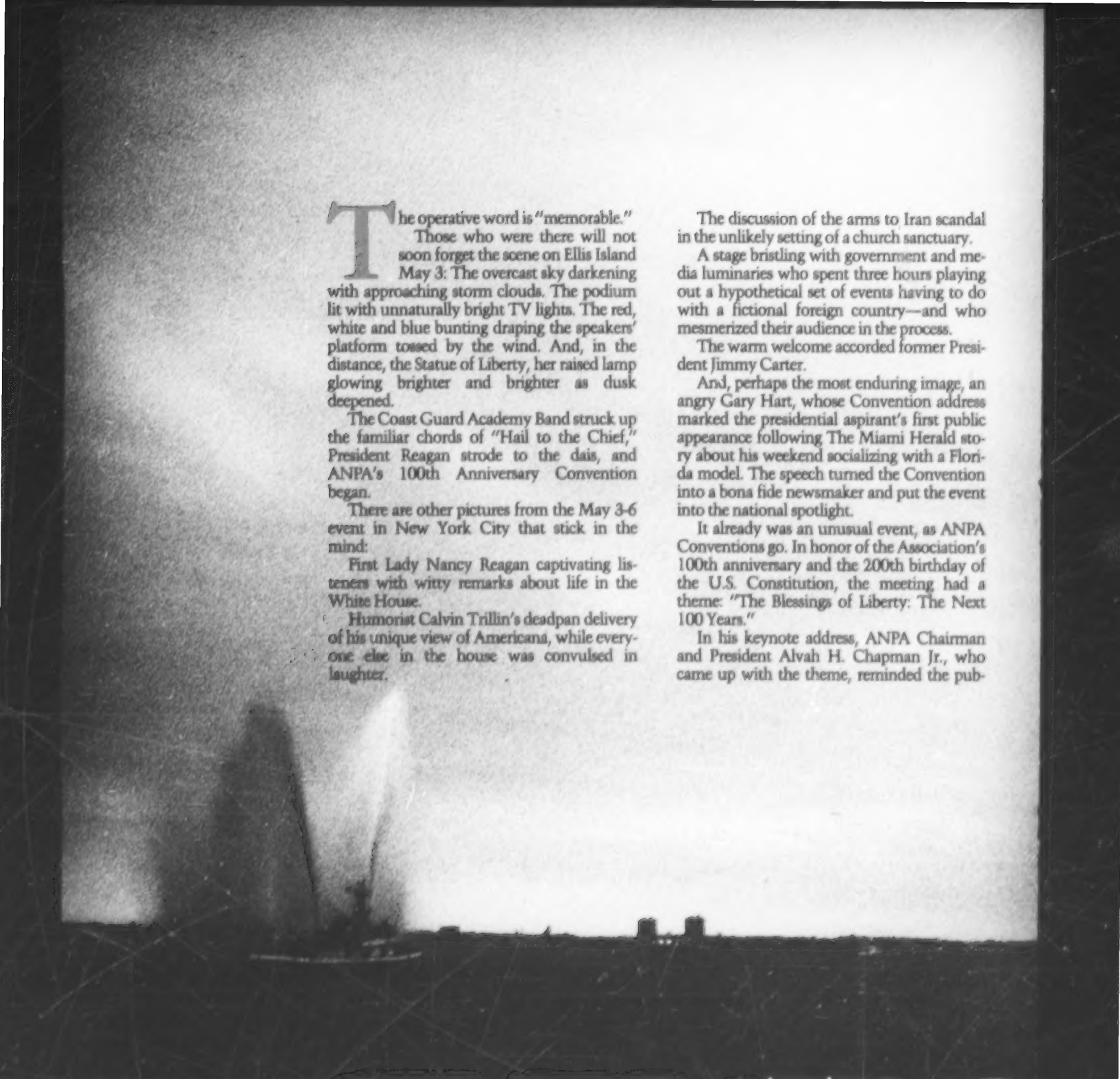

CELEBRATING

The operative word is "memorable."

Those who were there will not soon forget the scene on Ellis Island May 3: The overcast sky darkening with approaching storm clouds. The podium lit with unnaturally bright TV lights. The red, white and blue bunting draping the speakers' platform tossed by the wind. And, in the distance, the Statue of Liberty, her raised lamp glowing brighter and brighter as dusk deepened.

The Coast Guard Academy Band struck up the familiar chords of "Hail to the Chief," President Reagan strode to the dais, and ANPA's 100th Anniversary Convention began.

There are other pictures from the May 3-6 event in New York City that stick in the mind:

First Lady Nancy Reagan captivating listeners with witty remarks about life in the White House.

Humorist Calvin Trillin's deadpan delivery of his unique view of Americana, while everyone else in the house was convulsed in laughter.

The discussion of the arms to Iran scandal in the unlikely setting of a church sanctuary.

A stage bristling with government and media luminaries who spent three hours playing out a hypothetical set of events having to do with a fictional foreign country—and who mesmerized their audience in the process.

The warm welcome accorded former President Jimmy Carter.

And, perhaps the most enduring image, an angry Gary Hart, whose Convention address marked the presidential aspirant's first public appearance following The Miami Herald story about his weekend socializing with a Florida model. The speech turned the Convention into a bona fide newsmaker and put the event into the national spotlight.

It already was an unusual event, as ANPA Conventions go. In honor of the Association's 100th anniversary and the 200th birthday of the U.S. Constitution, the meeting had a theme: "The Blessings of Liberty: The Next 100 Years."

In his keynote address, ANPA Chairman and President Alvah H. Chapman Jr., who came up with the theme, reminded the pub-

lishers of their "awesome responsibility of providing Americans with the information needed to understand and preserve the constitutional republic and the individual freedoms which underlie it."

Because of the Convention's celebration of both events, the usual nuts-and-bolts topics gave way in large measure to philosophical discussion about past and future.

A multimedia slide presentation that preceded Chapman's remarks traced, in tandem, much of the history of the United States and of the nation's newspapers. A panel on the future split over whether the next century would see the end to humanity's problems, but one panelist said a free press and informed citizenry would continue to be key to the country's survival.

However, the Convention also aired some of the industry's leading concerns: the need for a greater minority presence in the workforce, the problem of drugs in the workplace, and the future of newspaper advertising and of retailing.

Appropriately, the 100th anniversary of ANPA's founding was observed in the city where the Association had its headquarters for its first 85 years.

The scene of numerous ANPA gatherings, The Waldorf-Astoria proved equal to the task of hosting the Convention's record-setting 3,038 registrants. The total exceeded by 150 the previous record set in 1983, also in New York City.

Outside the friendly environs of the Waldorf was another story. Although the calendar said early May, the weather was more like early March. But most attendees appeared to take the inconveniences caused by rain and chilly temperatures with good humor.

As they left New York, some may have been looking forward to next year's Convention in Honolulu. And while that meeting surely will offer warmer weather, it will have to go a long way to provide as many memories. □

OUR LIBERTY

C. David Rambo

President Reagan praises the media, but also criticizes a lack of "perspective" in reporting on the contras.

DAY ONE—SUNDAY
The President on Ellis Island

A Plea for Democracy

With the Statue of Liberty in the background, the decrepit shells of former immigrant-processing buildings in front and the soaring towers of lower Manhattan to the side, President Reagan opened ANPA's four-day 100th Anniversary Convention on historic Ellis Island with a strong plea for support of democracy in Central America, particularly in Nicaragua.

The President reached out to find common cause with the press as he addressed the 1,800 newspaper executives and their families, but he also chided them for what he described as a lack of "perspective" on reports concerning the Nicaraguan rebels, or contras.

"I can't help but note that in the new democracy of El Salvador, Communist-supported guerrillas continue to try to bring down democratic rule, and there is little or no media attention," he said. "Yet, just across a border in Nicaragua, the freedom fighters battle against a totalitarian Communist regime and are assailed far and wide as lawless terrorists or worse. Forgive me, but the story needs perspective."

Delivered two days before congressional hearings began in Washington, D.C., into the Iran-contra affair, Reagan's address spelled out his three-part Central America policy composed of additional economic assistance to the democracies of Costa Rica, El Salvador, Guatemala and Honduras; diplomatic efforts "to achieve a lasting peace" in the region; and continued support for the contras.

Hatless, but in a raincoat buttoned to the top, the President delivered his speech in chilly temperatures and under threatening skies. He received standing ovations at the beginning and end, but the 23-minute address was not interrupted by applause.

There were some laughs, however. One came when Reagan, after reciting the popular Jefferson quote about preferring newspapers without a government over a government without newspapers, added: "Of course, Jefferson said that before he became President."

Before launching into the Central America issue, the President praised the press as "guardians of our liberty" and gave his view of the often prickly relationship between the press and government. "The fact is," he said, "if those of us in government and the press sometimes think of ourselves as antagonists, it's only in the context of transitory events, the rush of daily business that can obscure for us a deeper truth—that we are two complementary institutions, each drawing life and strength from the other and that together we hold the sacred trust of democratic government and freedom."

Despite the threatening weather, the famed Reagan luck held in the open-air ceremony. The protective awning that had covered the speakers' platform had been removed earlier in the afternoon when the skies briefly brightened. But the rain that had begun falling as ANPA Chairman and President Alvah H. Chapman Jr. introduced the President shortly before 5 p.m. ended one minute into the Reagan speech. And it held off until only a minute or two after he finished.

Then the downpour began, turning parts of the island into a quagmire. The President, however, already was in his car headed off the island over a construction bridge that links the island with the New Jersey mainland.

For everyone else, the wait for ferryboats to return to Manhattan had just begun. □

Margaret Cenovese

Convention Arrangements Committee Chairman David Laventhol (right) and New York Mayor Edward I. Koch chat before the President's arrival.

At left: Kathy Irwin (left) and Mary Cay Dietz, fiancees of newspaper brokers Owen Van Essen and Lee E. Dirks, respectively, enjoy the scenic ride.

Photo by Maurice Fiess

Boarding an ANPA bus at the Waldorf-Astoria bound for departing ferries are the "dean" of former ANPA chairmen, William Dwight, and his wife, Dorothy.

Mr. and Mrs. Robert M. White II of the Mexico (Mo.) Ledger receive umbrellas that Knight-Ridder Inc. distributed to people boarding the ferries.

By the Boatloads, They Came To Ellis Island

For many, Ellis Island in New York's harbor simply had been a place read about in history books or novels. For others, it was the gateway for their ancestors starting a new life in America generations ago.

For everyone on Convention Day One, the 27-acre parcel that has been virtually deserted for the past 33 years again was the site of a historic event: President Ronald Reagan's addressing the ANPA membership on the Association's 100th anniversary.

Although about 200 people were unable to obtain passage when the Secret Service sealed off the island and halted further boat service, some 1,800 newspaper executives, their families and guests were ferried from Battery Park to the island and back.

Photos by Margaret Genovese, Maurice Fliess, Wendy J. Workman and C. David Rambo

The first of three ferries donated by the Circle Line prepares to depart Battery Park, as a queue forms for the next voyage.

The 15-minute boat ride abounds with picturesque views of the Manhattan skyline.

Immediately after coming ashore, visitors are led through metal detectors, and uniformed White House security agents inspect handbags.

The crowd waits under a darkening sky for the President's arrival, while behind them were tents set up for a reception before and after the ceremonies. Ultimately, the tents provided needed shelter from the downpour that came immediately after the President's talk.

Taking refuge under a large umbrella are (from left) Jane Marcil of The Forum, Fargo, N.D., and Mary Ann and Charles S. Rowe of The Free Lance-Star, Fredericksburg, Va.

A U.S. Coast Guard Academy Band member sets a patriotic tone for the event.

Crew members of a fireboat that ended the festivities by shooting jets of red, white and blue water into the air are in an exuberant mood that turned to embarrassment when their vessel became grounded in the Ellis Island boat slip. This delayed the ferries 55 minutes in transporting visitors back to Manhattan.

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DAY TWO—MONDAY
Recalling blessings of liberty
A visit by the First Lady
Controversial drug issues
The need to hire minorities

Newspapers and Liberty Go Hand in Hand

Like the Convention itself, the keynote address of ANPA Chairman and President Alvah H. Chapman Jr. was dramatically different from those of the past.

For this was a Convention with a theme, "The Blessings of Liberty: The Next 100 Years," and at no time was it hammered home more strongly or consistently than in his 14-minute keynote speech—only about a quarter of which was devoted to the usual recounting of Association activities.

Chapman, chairman and chief executive officer of Knight-Ridder Inc., dwelled mostly on the historic relationships between press and governments and stressed "the unique nature of our freedom and the special duty newspaper people have to help exercise and safeguard our constitutional liberties."

The Convention theme, he said, is "worthy of where we are—200 years into our constitutional republic—and who we are—newspaper publishers with the awesome responsibility of providing Americans with the information needed to understand and preserve the constitutional republic and the individual freedoms which underlie it."

Liberty in America is not in jeopardy today, he said, but it is threatened by concerns he labeled "poverty, proximity and posterity."

Although there is more affluence in the United States today, there also is more poverty, he said, and for those in poverty "the blessings of liberty are a dicey proposition at best."

The fact that only 35 percent of the world's population enjoy democratic freedoms, and the proximity to the United States of "one of the world's most brutal dictatorships" (Cuba), constitute another threat, Chapman said. "If self-government, democracy and personal freedoms are lost, most of the people on this planet wouldn't miss them because they haven't had them."

Posterity is a concern, he said, because 1 million immigrants a year are entering the United States, and most are from Third World countries with no history of democratic freedoms. Because of that, and because of the illiteracy problem in this country, he said, "we cannot assume that generations in a changing America will both understand and appreciate the responsibilities of informed citizenship on which the blessings of liberty are founded."

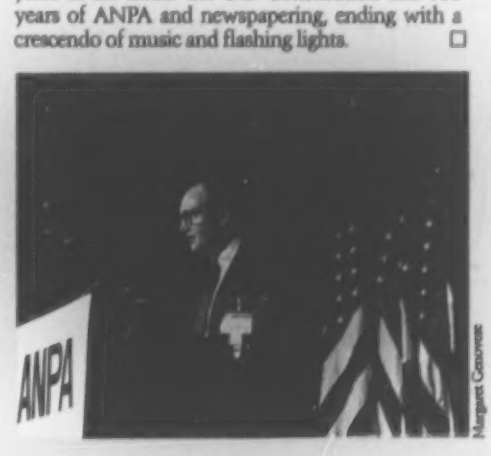
Addressing nuts-and-bolts newspaper issues, Chapman said several ANPA projects accomplished or begun in the past year "have left some sound foundations" for the future. These include:

- A new commitment to increasing minority employment at newspapers
- Raising the literacy project to "equal billing" with the Newspaper in Education program at ANPA Foundation
- A new emphasis on circulation and readership concerns
- Increased ANPA participation in the media-advertising campaign for a "drug-free America"
- Efforts before Congress and the courts "to prevent mistaken notions from becoming laws," particularly in the areas of taxes, telecommunications and advertising bans
- Helping the Audit Bureau of Circulations improve its operations.

Chapman is the first ANPA elected head to serve under the Association's new procedures that limit the term of chairman and president to one year. So this was both his first and his last Convention keynote speech.

The stage was set for his talk by a 15-minute ANPA multimedia presentation highlighting 200 years of life under the U.S. Constitution and 100 years of ANPA and newspapering, ending with a crescendo of music and flashing lights. □

Roy H. Park of Park Communications Inc. leaves the registration area loaded down with Convention materials.



Chapman delivers keynote address.

At left: Rain and gridlock accompany Convention-goers walking from St. Bartholomew's.

Photo by Maurice Fiess

William J. Keating, new AP board chairman

AP Technology, Staffing Advance As Membership Grows

The Associated Press has a new chairman and a membership that includes 1,373 U.S. daily newspapers—161 more than two years ago.

William J. Keating, president of the Detroit Newspaper Agency and a former congressman from Ohio, was elected by the AP Board of Directors to succeed the retiring Frank Batten, chairman of Landmark Communications Inc. of Norfolk, Va. Batten had been AP chairman for five years and a board member for 12. He said AP had replaced a former image of smugness and secrecy with one of service.

Of the recent spurt in membership, President and General Manager Louis D. Boccardi told the AP annual meeting that growth was especially pronounced among smaller papers. "Of the 36 newspapers that came aboard last year," Boccardi said, "34 had circulations of 21,000 or less."

Boccardi announced that this fall the AP will set up a new high-speed graphics network allowing newspapers to receive AP graphics directly into Macintosh computers. The graphics will be delivered in one to three minutes, compared with today's 10-minute LaserPhoto transmissions, he said.

Newspapers that do not have Macintosh computers will continue to receive graphics through the LaserPhoto system.

AP also will introduce an electronic picture system that will deliver a photograph in a minute or less, compared with current 10-minute speed, Boccardi announced. The system will be ready for delivery into newsrooms within a year, he said.

The electronic photo transmission, already installed in AP's offices in New York City and Chicago, allows pictures to be stored in a computer or "electronic darkroom."

Before this storing capability became available, a newspaper wanting a certain picture was required to have its circuits open at the time the picture was transmitted.

In addition, AP this year will be adding at least 15 reporters to state bureaus, Boccardi said.

Members elected two new directors and five incumbents to the AP board. Terms are normally for three years. One new director, David R. Bradley Jr., editor and president of the News-Press & Gazette, St. Joseph, Mo., will serve the remaining two years of the term of Robert C. Achorn, who is retiring as publisher of the Worcester (Mass.) Telegram and Evening Gazette.

Ruth S. Holmberg, publisher of The Chattanooga Times, replaced Batten, who chose not to run for another term.

Re-elected were James K. Batten, president, Knight-Ridder Inc.; Tom Johnson, publisher, Los Angeles Times; J. Stewart Bryan III, publisher, Richmond (Va.) Times-Dispatch and The Richmond News Leader; Joe D. Smith Jr., president, Alexandria (La.) Daily Town Talk; and John O. Emmerich Jr., publisher, The Greenwood (Miss.) Commonwealth. □

Scrutinizing the Press and President Against Iran-Contra Backdrop

On the eve of congressional hearings into the Iran-contra affair, the Associated Press sponsored a discussion on the issue.

Although the session focused on the findings of the presidentially appointed Tower Commission regarding the performance of the President and his National Security Council staff, it branched off at one point into a critical appraisal of the performance of the press.

When AP President and General Manager Louis D. Boccardi asked whether there were any lessons for the press in the matter, political science professor James David Barber responded in the affirmative.

"We're revealing six years or more into this presidency that a President who has continually come on as independent, in charge and factual . . . is none of the above," the Duke University professor said. "Where have we been all that time, and where were we when we chose that President or chose some of these other Presidents in the past who haven't done so well?"

The press should pay less attention to presidential candidates "diddling around in New Hampshire" and more attention to their qualifications for the office, he said. "That's what's important. It's not judging Ronald Reagan as whether he is a good person or a bad person, that's up to St. Peter."

The religious reference was appropriate, moderator Boccardi observed from his seat in St. Bartholomew's Church, site of the discussion on "Aftermath: Conversation on the Tower Commission."

Other participants were former U.S. Sen. Edmund S. Muskie, a member of the Tower Commission; Larry Speakes, former spokesman for the Reagan White House; and W. Clark McFadden, Tower Commission counsel.

Although he disagreed with Barber's character-

C. David Rambo

Analyzing Tower Commission findings are (from left, front row) Barber, Muskie, Boccardi, Speakes and McFadden. To the rear are AP's James F. Tomlinson and outgoing AP Board Chairman Frank Batten.

ization of Reagan, Speakes agreed there is a "basic problem" with the way Presidents are chosen. The problem, he added, has been "exacerbated" by the addition of the "Super Tuesday" primary elections. The public will get only "the briefest glimpse" of the candidates in Iowa and New Hampshire before "Super Tuesday," when two-thirds of nominating convention delegates will be chosen.

"The ball game is all but over at that point," Speakes continued. "The press is not adequate, no matter how many reporters you've got and how many more you will add to your statehouses . . . to give the public a fair assessment of these presidential candidates." Although the media are "struggling mightily" to find a better way of political and campaign coverage, reform of the primary system is necessary, he said.

Muskie concurred that the system for electing Presidents is "lousy." However, he said the press can do a "great deal" by "setting the standard for evaluating candidates."

"I suspect, I hope at least, that after this particular incident (Iran-contra) is behind us that the public will understand the importance of knowing whether or not we are electing a President who can handle the system and manage and govern and build policy that the people can support," he said.

With regard to press coverage of the Tower Commission report, Muskie said: "It is the first time in my whole political life that something with which I was involved was not criticized by somebody." □

First Lady Shows Humor, Grace

Nancy Reagan offered an at-times lighthearted view of her role as first lady in an address at the Associated Press annual luncheon.

With a quip typical of those punctuating her remarks, she brushed off reports of her being "power hungry": "This morning, I had planned to clear up U.S.-Soviet differences on intermediate range nuclear missiles. But I decided to clean out Ronnie's sock drawer instead."

On a more serious note, the first lady said she sees her role as "another means to keep a President from being isolated. I talk to people. They tell me things. They pass along ideas. And sure I tell my husband. And if something is about to become a problem or fall between the cracks, I'm not above calling a staff person and asking about it."

She said her most important role is that of wife. The President is "an individual with human needs" and "a flesh-and-blood person who must deal with the pressures of holding the most powerful position on Earth. . . . I make no apologies for looking out for his personal and political welfare."

She also said she decided to focus attention on "something that really mattered"—drug abuse among young people. She has visited 60 cities in 31 states and seven foreign countries to heighten awareness of the problem.

Regarding the intense press coverage of the first

Nancy Reagan makes no apologies for looking out for her husband's personal and political welfare.

Wendy J. Workman

family, she said some of the stories are "amusing. Some are maddening. Some hurt. What I've learned is that you may never stop being hurt by stories, but you do stop being surprised when they appear."

In a question-and-answer session, Reagan was asked how she rates newspaper and television coverage of her husband's presidency. Almost sheepishly she said it is "sometimes good, sometimes bad." Then she put up her hands and shrugged.

Asked what kind of a person she would like to see succeed her husband, the first lady allowed as how Ronald Reagan will be "a hard act to follow. I'd like him to be someone like my husband, I guess." □

The American Way of Life According to Calvin Trillin

Margaret Crosbie

Trillin says he was responsible for a Buffalo mayoral candidate's slogan: "Never Been Indicted."

Dryly and without once cracking a smile, syndicated columnist Calvin M. Trillin entertained the opening session with "A Humorist's View of America and Americans."

Having traveled around the country for 15 years and reported on his findings for The New Yorker magazine, Trillin said he believes the United States may be broken down into two basic regions: the area that had major league baseball before the Second World War, which he called the "*ancien* United States," and "the expansion team United States."

Under Trillin's method of regionalization, St. Louis is "the last Eastern city . . . the last with European ethnic neighborhoods. It's the last place where the waiter in an Italian restaurant is likely to have a name like 'Vinny' or 'Sal' instead of a name like 'Duane.' If you're in an Italian restaurant with a waiter named 'Duane,' you're in the 'expansion team United States.'"

He also used a St. Louis example in poking fun at slogans of cities, states and politicians. "St. Louis is not the 'Gateway to the West' but the 'Exit from the East,'" he asserted.

A native of Kansas City, Mo., Trillin lamented the fact that his hometown surrendered its motto of "Heart of America" when the admission of Alaska and Hawaii to statehood shifted the geographical center of the United States. Kansas City remains the geographical center, he noted, "when you don't count Alaska and Hawaii, which I never counted and don't intend to." Nonetheless, he said with regret, Kansas City now calls itself the "City of Fountains."

Likewise, he suggested that Oklahoma rethink its all-too-modest motto, "Oklahoma is O.K." And he said he was responsible for a slogan for a mayoral candidate in Buffalo, "'Never Been Indicted.' Until the Ed Meese confirmation hearings, I didn't know anybody could use it to become attorney general."

As the grandson of four immigrants, the columnist observed that people once boasted if their ancestors reached America "on the Mayflower or something. But that was when American history was mainly celebrating many things rather than lamenting the atrocities that we've all committed. . . . Now there's tremendous advantage to being from immigrant stock, because my family had nothing to do with snookering the Indians out of anything. We did not slaughter any buffalos. My family has its faults, but when it comes to rapacious 19th century American capitalism, my family's hands are clean." □

Some Notable Convention Quotes

"'America, The Beautiful' will not have reality until we publishers do our part to insure that 'our alabaster cities gleam . . . undimmed by human tears.'"

—ANPA Chairman and President Alvah H. Chapman Jr.

"The National Security Council system is built to permit (Presidents) to put their own stamp upon our national security. . . . But basically it requires that they take charge. This President did not take charge, in this case. More than that, those under him did not fill the gap created by his failure to take charge."

—Edmund S. Muskie Tower Commission member and former secretary of state

"An eighth-grade Japanese student knows more mathematics than MBAs in the United States."

—Richard D. Lamm former governor of Colorado

"Within 15 years, old age will become a thing of the past. I don't know what will kill people."

—Michael Hooker, chancellor, University of Maryland, Baltimore campus

"Three people will die by tonight from cocaine. . . . Five years ago it was three a month."

—Peter B. Bensinger, former head of the Drug Enforcement Administration

"Make no mistake about it—drug testing in the workplace is investigative. It is search and seizure, as every federal and state court that has considered the issue has held."

—Allan Adler, legal counsel, American Civil Liberties Union

"Did I make a mistake by putting myself in circumstances that could be misconstrued? Of course I did. That goes without saying. Did I do anything immoral? I absolutely did not."

—former Sen. Gary Hart

"I would like to point out that it seems to me the issue is not The Miami Herald, it's Gary Hart's judgment."

—Richard G. Capen Jr., publisher, The Miami Herald

"I have a feeling I'm not going to make any news here today."

—Sen. Robert Dole

"This morning, I had planned to clear up U.S.-Soviet differences on intermediate-range nuclear missiles. But I decided to clean out Ronnie's sock drawer instead."

—Nancy Reagan

"I'd send him to Bulgaria."

—former UN Ambassador Jeane J. Kirkpatrick, on what she would do as President if a member of her administration leaked politically sensitive information to the press

"There's a tremendous advantage to being from immigrant stock, because my family had nothing to do with snookering the Indians out of anything."

—syndicated columnist Calvin M. Trillin

"Ladies and gentlemen, I'm sorry to announce that due to inclement weather, the Ellis Island ferry has been cancelled. Please make other arrangements."

—anonymous person stuck in the tunnel leading to the Ellis Island dock where the ferryboats could not go because the fireboat had run aground

"OK, Italians on the left, Poles on the right."

—another anonymous person in the tunnel

"You can get your 'I Escaped Ellis Island' T-shirts right after the meeting."

—Chapman

The wait for the ferryboats "did give some of us at least the possibility of replicating the experience of some of our ancestors—the 'huddled masses' part."

—David Laventhol, chairman, Convention Arrangements Committee

C. David Kamitsuka

A New York Fire Department fireboat puts on a patriotic demonstration to conclude the Ellis Island ceremonies. But moments later the vessel would run aground in the island's boat slip—delaying Convention-goers from their return to Manhattan.

C. David Kamitsuka

Monte I. Trammer, publisher of The Saratogian of Saratoga Springs, N.Y., and his wife, Hilda, enjoy a private viewing of works at the Metropolitan Museum of Art. The reception was sponsored by The New York Times Co.

Morgan says reports of U.S. drug abuse are overstated, as fellow panelists (from left) Adler, Bensinger and Willard listen.

Experts Debate Merits Of Workplace Drug Testing

Newspaper publishers heard four panelists give sharply contradictory advice about drug testing and drugs in the workplace in a spirited 90-minute debate about alcohol, marijuana, cocaine, crack and other drugs.

Allan Adler, legal counsel for the American Civil Liberties Union, sharply opposed drug testing by employers.

"Make no mistake about it," he said. "Drug testing in the workplace is investigative. It is search and seizure, as every federal and state court that has considered the issue has held.

"The administration's efforts to deputize employees to serve as surrogates for law-enforcement officials, to use techniques that the Constitution and other legal restrictions would not permit . . . is nothing more than criminal law enforcement in disguise as a health and safety campaign."

Adler said he has been involved with five or six people who have lost their jobs because of "preposterous actions" by laboratories and individual testers who did not know what they were doing.

"The landscape is already littered with bodies of people who have been fired because of inappropriate application of drug testing and because of technical failure problems and false positive results," he said.

Richard K. Willard, an assistant U. S. attorney general who drafted the Reagan administration's drug-testing proposals, said private industry, not the government, has led the way in the area of drug testing. "It wasn't the Reagan administration that made The New York Times start drug testing applicants for its employ, or numerous other large and small businesses around the country," he said.

Willard said "drug using employees are a third less productive, have three or four times more on-the-job accidents, and two and a *half* times more absenteeism" than other workers.

Responding to a question about whether crack, a cocaine derivative, is less "seductive" than alcohol, Peter B. Bensinger, former head of the Drug Enforcement Administration, said "if I were a publisher, I would post a written statement" warning employees not to bring drugs to work or to work under the influence of alcohol.

Further, said Bensinger, president of Bensinger DuPont & Associates, Chicago, he would warn employees that any drug-related arrest off-duty may spark further investigation by the company.

Bensinger said the use of marijuana has decreased in this country in recent years, but the marijuana now being smoked by an estimated 18 million persons at least once a month is "six to eight times more powerful than it was 10 years ago."

As for cocaine, Bensinger said, "Three people will die by tonight from (overdose of) cocaine. Five years ago it was three a month."

Bensinger said there are 6 million people using cocaine at least once a month, a 38-percent increase over the past two years. He said the number using "pills" is about stable, and there are 9 to 12 million people in this country with the disease of alcoholism.

On the other hand, the director of the pharmacology department at the City University of New York Medical School said reports of drug abuse in the United States have been largely overstated. Dr. John P. Morgan said that only a small minority of drug (including alcohol) users abuse the practice.

"By most measures of use," said Morgan, "the American problem of drug abuse has significantly diminished in the last few years, although I despair of convincing people of that because of the passion we're feeling and the fear that has been induced about drug use and abuse."

Morgan said it is essential to distinguish between drug use and abuse. He said that most people, as when using alcohol, can consume and not abuse other drugs as well.

In a question-and-answer period, Charles W. Utter, co-publisher of The Westerly (R.I.) Sun, noted alcohol is a drug and asked how many present "right now would like to take a blood alcohol test—and pass it?" □

Minority Hiring: 'We Haven't Really Tried That Hard'

A member of the U.S. Civil Rights Commission suggested steps newspapers can take to increase the "outrageous" 6.56-percent minority employment level in the newsrooms of U.S. dailies.

Newspapers should continue to support efforts to educate and train minorities, including programs aimed at young people who have not yet chosen newspapering as a career, Mary Frances Berry told the session on "Minorities in Our Industry."

Executives also should make sure their papers have and are following an affirmative action plan, she said.

Berry advised them to pay attention not just to hiring but also to promotions—the basis of many discrimination suits. She referred specifically to the recent case in which a federal District Court jury found the New York Daily News discriminated against four black editorial employees by giving them fewer promotions and lower salaries than white journalists with comparable records.

Such suits "should not be necessary," the commissioner said. "One-third of the readership of that paper is black, and if you add Hispanics and Asian Americans, what we are talking about . . . is real insensitivity to clientele."

The session also heard from the heads of two training programs for minorities: Charles A. Martin, president and chief executive officer of the Institute for Journalism Education at the University of California at Berkeley, and William J. Elliott, executive vice president of Leadership Education And Development, or LEAD, of Montclair, N.J.

A trio of newspaper executives responded to the speakers' remarks.

Martin applauded the ANPA Board of Directors for adopting a resolution at its May 2 meeting to expand "plans and strategies that encourage and aid newspapers to recruit, develop, promote and retain minority personnel." He called it a "major move" on ANPA's part. (See story, p. 84.)

Martin said IJE has suggested a "blueprint" for action by the newspaper business. He focused on two parts of the plan—management accountability, and education and development.

Managers must be given training to manage a diverse workforce as well as incentives so they will "feel the need to demonstrate the commitment to equity, parity and diversity," he said.

In the area of education and training, Martin cited several programs for minority high-school students sponsored by IJE and major newspaper companies, calling them "significant models."

Elliott provided information on LEAD, a national program to interest minority high school students in business careers.

In other advice to the newspaper executives on minority personnel practices, Berry of the Civil Rights Commission said if newspapers "make a mistake" in hiring a minority staffer, they should remember that hiring mistakes can happen with almost anybody. "It's not just black folks who turn out not to turn out," she said. "Other people do, too."

She advised the newspaper executives to "supervise people, keep good records" on their employees and "get rid of them if they don't do a good job—whatever color they are."

She said minority reporters provide a different "angle of vision," but she urged that they not be "ghettoized" in their areas of coverage. "Some black reporters say to me on whatever newspaper they are working on (that) they either have to work only on black issues or don't work on any black issues."

Although she said there "probably" will be improvements in the status of minorities in journalism and other professions, Berry said she was not sure the newspaper business will meet the goal set by American Society of Newspaper Editors that U.S. newspaper newsrooms have minority representation proportionate to the population by the turn of the century. "I'm sort of worried about that."

Loren F. Ghiglione, chairman of the industry-wide Task Force on Minorities in the Newspaper Business and a member of the Convention panel of responding newspaper executives, said he was "a little bit optimistic and upbeat about" the minority employment picture.

"No one is putting out a paper so small that there are not minorities who want to work for your paper," said Ghiglione, editor and publisher of The News in Southbridge, Mass. He said three of his paper's nine news staffers are minorities.

The publisher who insists on an active minority-hiring process will wind up with a diverse workforce, he said. "I almost think it is that simple. It's just that we haven't really tried very hard. We haven't connected it with the profitability of our businesses." □

C. Daniel Rambo

Martin (left), moderator Albert E. Fitzpatrick (right), director of minority affairs for Knight-Ridder Inc., and Elliott confer after panel discussion.

C. Daniel Rambo

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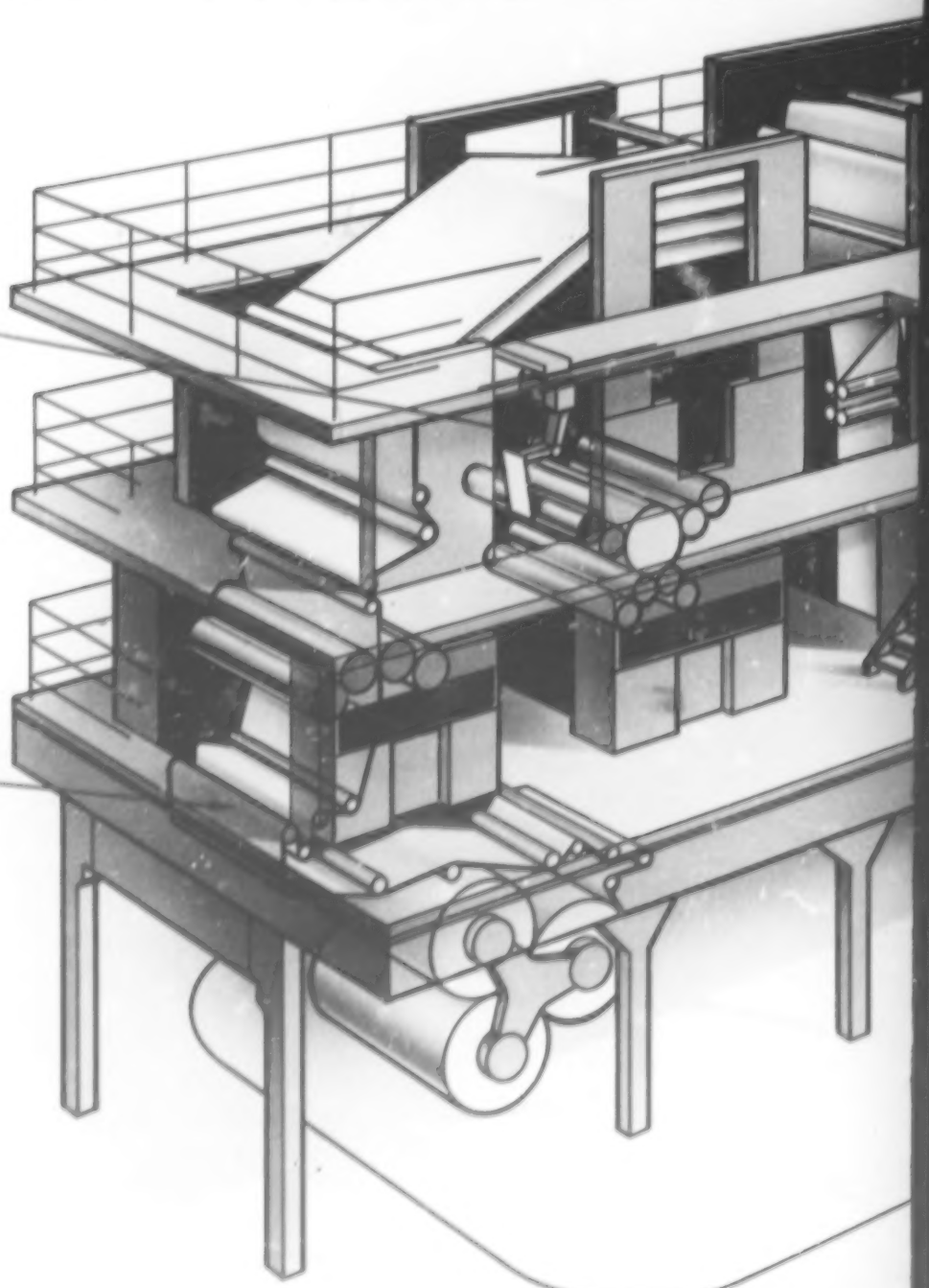

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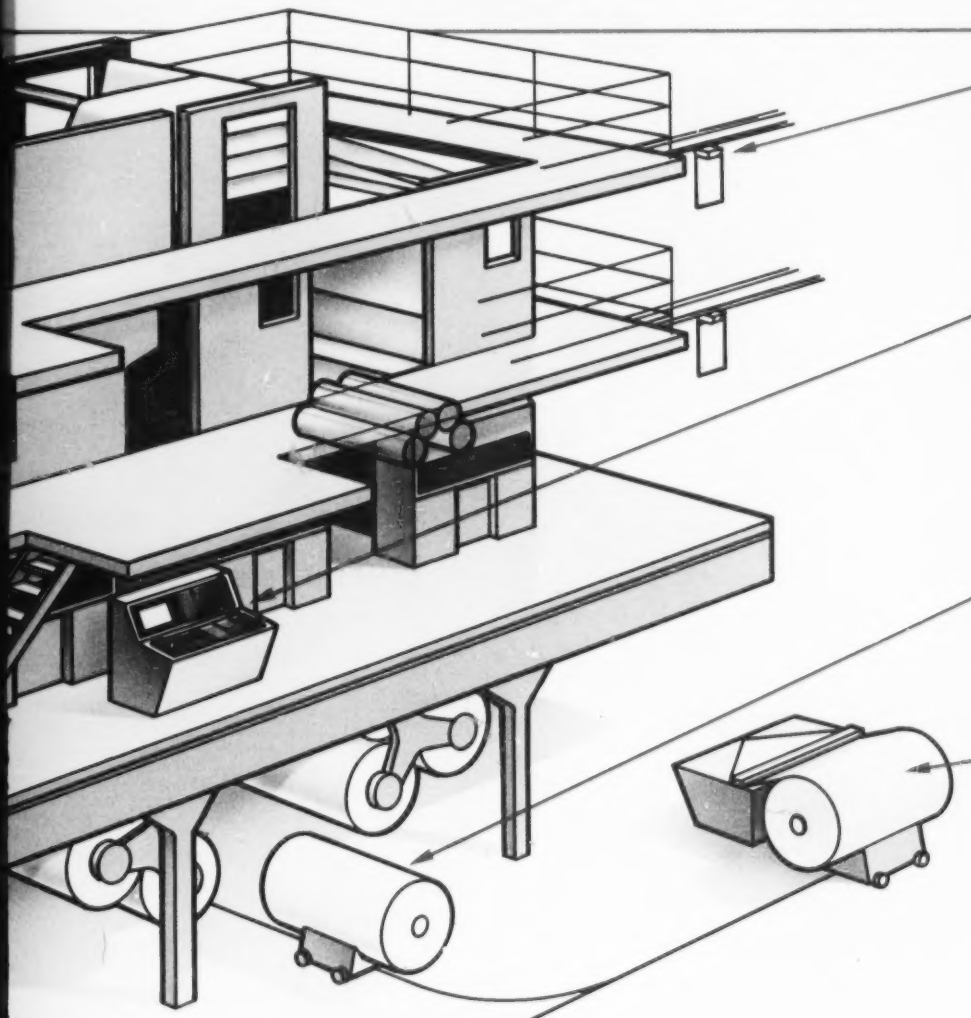

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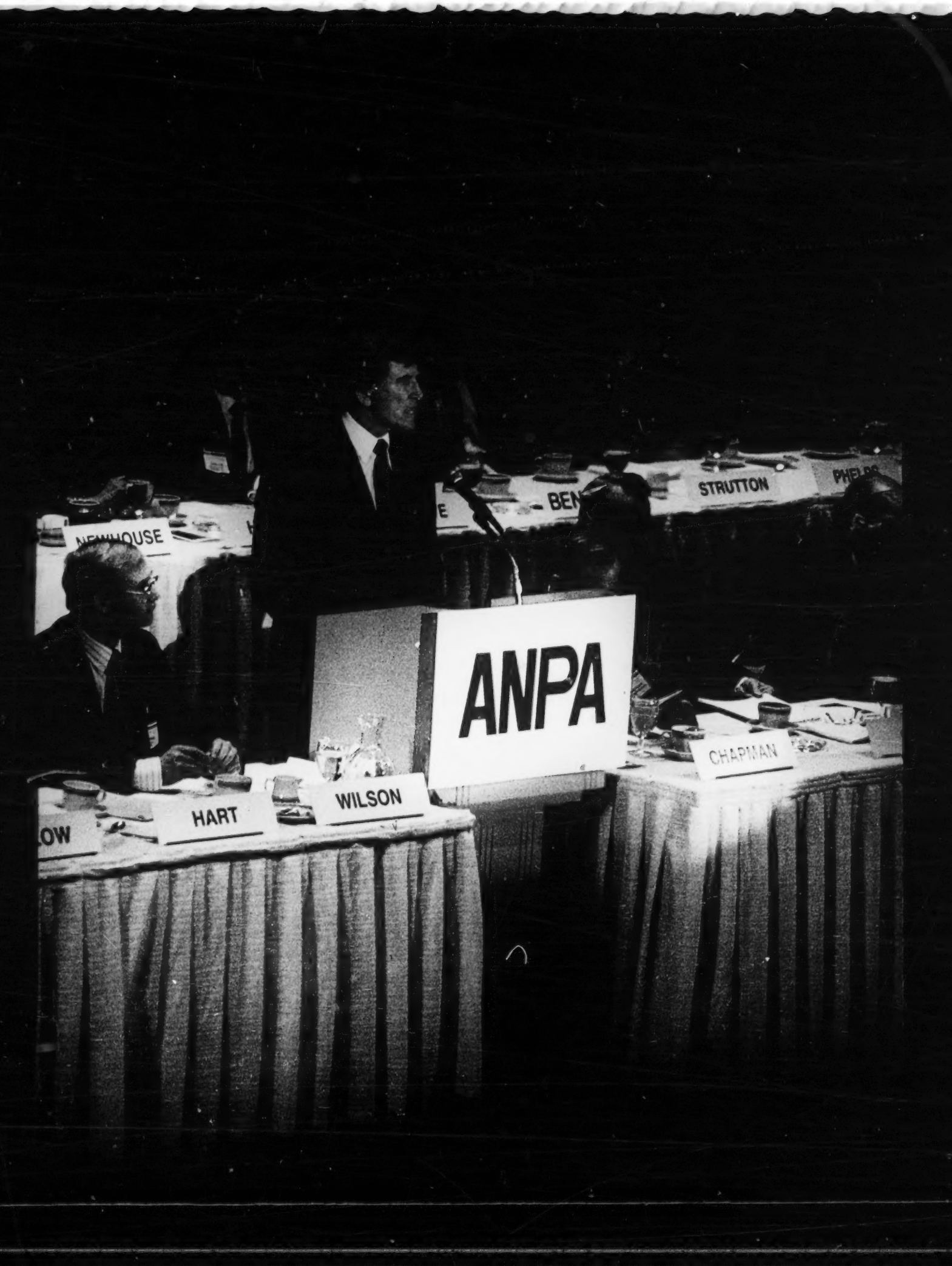

STRUTTON
ANPA
CHAPMAN
WILSON
HART

C. David Rambo

The press mobs Political Editor Tom Fiedler as he responds to Hart's allegations that The Miami Herald was guilty of shoddy journalism.

DAY THREE—TUESDAY
Hart (and Dole) meeting the press
A peek into the future
Future of Advertising update
What retailers want from newspapers

The Saga of a Candidate On His Way Out

One of the most memorable moments of all ANPA Conventions came when presidential candidate Gary Hart made his first public appearance after The Miami Herald broke the story about his socializing with a Florida model.

Hart's impassioned defense of his conduct was coupled with stinging criticism of the Herald's "misleading and false story that hurt my family and other innocent people and reflected badly on my character."

This prompted a dramatic confrontation with Herald Publisher Richard G. Capen Jr., who rose during the question-and-answer period to rebut Hart's charges. And while Hart was still speaking, Herald Political Editor Tom Fiedler mounted his own counterattack before microphones and cameras outside the Waldorf's Grand Ballroom.

With Hart's early-afternoon speech being televised live by NBC News and Cable News Network, the event gripped the nation as much as it did the more than 2,000 newspaper executives, guests and working press who jammed the room to be eyewitnesses to history. It was the first time in modern presidential politics that a leading candidate had ever been called upon to account for the possibility of an extramarital affair.

Hart admitted making a mistake "by putting myself in circumstances that could be misconstrued," but he denied doing "anything immoral."

Although he told the publishers, "let me assure you that my campaign has just begun," three days later Hart was back on national television to announce his withdrawal from the race. The prospect of stories in The Washington Post linking him to yet another woman helped end the campaign.

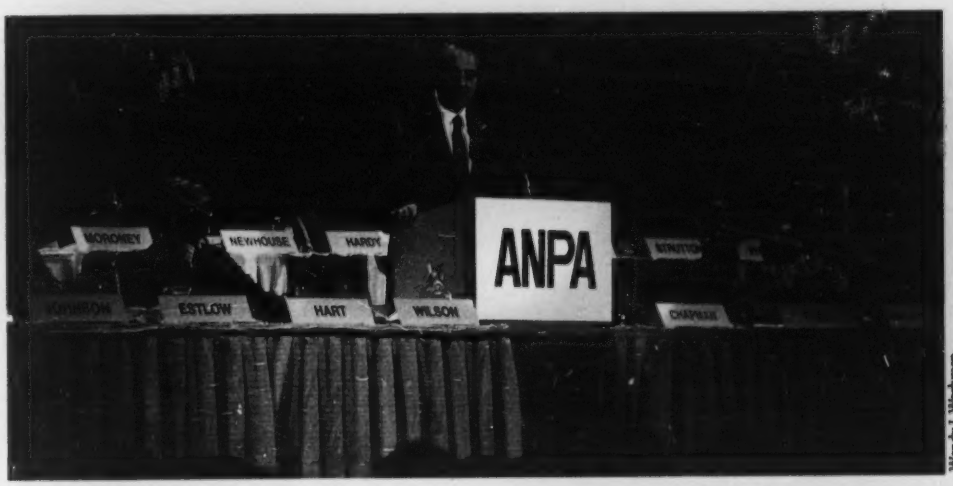
Hart's appearance was not without a touch of irony. The Association's chairman and president through the end of the 100th Anniversary Convention, Alvah H. Chapman Jr., presides over the company that owns the Herald, Knight-Ridder Inc. However, by previous arrangement Chapman's ANPA successor, George W. Wilson of the politically significant state of New Hampshire, moderated the luncheon in which Senate Minority Leader Robert Dole became almost a forgotten man.

At left: Hart defends his honor.
Photo by Wendy J. Workman

Wendy J. Workman

ANPA Director Edward W. Estlow (right) makes a point with fellow Coloradoan Hart just before the luncheon.

Dole makes the trenchant observation, "I have a feeling I'm not going to make any news here today."



Wendy J. Workman

As Hart walked into the room along with other head-table guests, the room began to stir and cameras began to whir. Following the meal, Wilson introduced Hart, who received the customary applause as he stepped to the lectern.

The former two-term Colorado senator and runner-up for the 1984 Democratic presidential nomination announced he would follow through on his intention to use the ANPA forum "to talk about America's future," but only after discussing the events of the previous weekend.

The May 3 story about his spending time May 1 and 2 inside his Washington townhouse with model Donna Rice "was written by reporters who, by their own admission, undertook a spotty surveillance, who reached inaccurate conclusions based on incomplete facts, who, after publishing a false story, now concede they may have gotten it wrong, and who, most outrageously, refused to interview the very people who could have given them the facts before filing their story, which we asked them to do."

He called on the newspaper executives to "ask yourselves some searching questions: about what is right and what is truthful; about the propriety of a newspaper conducting a questionable and inadequate surveillance of one presidential candidate; about whether the urgency of meeting a deadline is subordinate to hearing the truth; and about whether it's right or good journalism to draw an extraordinary conclusion before hearing some rather ordinary facts."

He eventually moved on to a discussion of the economic future of the United States, and probable Republican presidential candidate Dole followed him to the rostrum with the line: "I have a feeling I'm not going to make any news here today." Indeed, Dole's plea for the American people to stand by President Reagan during the Iran-contra hearings received virtually no media attention.

Then came the question-and-answer period that was the first of several showdowns Hart had with journalists before abandoning his campaign. Although the questions from the ANPA audience were not as pointed as the "Have you ever committed adultery?" Hart would soon face, they were sharp, nonetheless. For example, Frank Batten Jr. of The News Enterprise of Elizabethtown, Ky., asked Hart to "give your account of what went on on Friday and Saturday, and tell us, why should we believe you instead of the Miami paper?" Hart referred to statements by the principals involved and added: "At no time did we spend, the woman involved and I, spend an evening together or a night together."

In his remarks from the floor, Herald Publisher Capen said, "I would like to point out that it seems to me the issue is not The Miami Herald; it's Gary Hart's judgment. He's an announced candidate for President of the United States, and he's a man who knows full well that womanizing has been an issue in his past. We stand by the essential correctness of our story."

Capen also said his paper "never speculated about what went on during any of Mr. Hart's meetings with Miss Rice on these different occasions."

But "clearly, at a minimum, there's an appearance of impropriety," said Capen, who added that the thrust of the Herald story was "the integrity and judgment of a man who aspires to be President of the United States."

Capen's two-minute rebuttal over, Wilson said to laughter and applause: "Dick, what is the question?"

Capen: "My question, Mr. Hart, is: How can we assess your judgment given the factors of the past few days?"

Hart: "Well, that's clearly something that each of you will have to do, and more importantly, the American people. And the case is before them, and we'll see what their judgment is."

The tense atmosphere in the ballroom broke when Dole and Hart fielded a closing question about the "rights of children."

Dole cracked: "I think I'm for it."

Hart said: "First of all, given the circumstances, it's a very refreshing question." □

Wilson Succeeds Chapman At Helm of ANPA

George W. Wilson, president of the Concord (N.H.) Monitor, was elected chairman and president of ANPA at the Association's annual business meeting. He became the first executive from a newspaper of less than 25,000 circulation to lead ANPA since 1956-58 when his father-in-law, William Dwight of the Holyoke (Mass.) Transcript-Telegram, headed the Association.

Other officers elected were: Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times, vice chairman; William H. Cowles 3rd, president and publisher of The Spokesman-Review and the Spokane Chronicle, secretary; and Lloyd G. Schermer, chairman and chief executive officer of Lee Enterprises Inc., treasurer. Under ANPA's procedures, officers serve one-year terms and follow an annual succession to the chairmanship.

Two new directors were elected for two-year terms. They are Antonio Luis Ferre, president and publisher of El Nuevo Dia of San Juan, Puerto Rico, and Richard J. Warren, vice president/editor and publisher of the Bangor (Maine) Daily News.

Re-elected for two-year terms were Donald E. Newhouse of The Star-Ledger, Newark, N.J., and Charles S. Rowe of The Free Lance-Star, Fredericksburg, Va.

Retiring from the Board after completion of their normal tenure were former Chairman and President Richard J.V. Johnson of the Houston Chronicle and Charles E. Meredith III of The Free Press, Quakertown, Pa. Alvah H. Chapman Jr. of Knight-Ridder Inc., the immediate past chairman, will serve one more year on the Board.

ANPA membership decreased by a net of six newspapers since the 1986 Convention, according to the **membership report** presented by Membership Committee Chairman John G. Montgomery of Montgomery Publications Inc., Junction City, Kan. He said membership stood at 1,389.

"From a budget standpoint, last year was certainly a success," reported Cowles in his **treasurer's report**. The Association ended the year with a surplus of $254,880 after putting aside $650,000 for contingencies, he said. Revenue was $12,830,062 and expenses $11,925,182.

The membership voted to renew the Board's usual standby authority to increase the dues formula a maximum of 10 percent. Cowles noted there is "no intention to exercise this authority" at the present time. Over the past 25 years, he said, the Board has exercised this authority only eight times and only in 5-percent increments.

The Association plans to operate "in the black" again this year, said Jerry W. Friedheim in his **executive vice president's report**. Attaining a contingency reserve equal to 90 days of operating expenses had been an ANPA target for nearly 10 years, he said, and reaching that goal in January marked a "milestone" for the Association.

Friedheim also reported that various money-saving programs—including rental-car discounts with Hertz Co. and air-fare discounts with Delta and United airlines—saved member-newspaper executives more than $600,000 last year. □

Session Tapes Available

Cassette tape recordings are available for all Convention sessions except the seminar on "The Constitution: Separation of Powers 1987."

Prices are $9 per cassette or $120 for a full set of 14 tapes. There is a $2 handling charge for the first cassette, plus 50 cents for each additional tape up to a maximum of $5 (with additional charges for tapes shipped to Canada or overseas and for billing). Contact ACTS Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011; (314) 394-0611.

Wendy J. Workman

Joel H. Walker of the Troy (Ohio) Daily News picks up a complimentary copy of the New York Post, one of seven newspapers distributed daily in the lobby of the Waldorf.

Margaret Canovas

C. David Rambo

Presiding at the annual business meeting are (left photo, from left) Chapman, Montgomery, Cowles, Johnson and Friedheim. In photo at right, Chapman passes gavel to Wilson in closing Convention ceremonies.

C. David Rambo

NAB Chairman Frank A. Daniels Jr. presides over the bureau program.

Ad-Revenue Growth Will Depend On Willingness to Change

The Newspaper Advertising Bureau presented an update on its two-year-old Future of Advertising Project as well as its traditional report on the current status of newspaper advertising.

The need for the future was summed up by FOA Steering Committee Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co., who told the newspaper executives that "we've got to be willing to change some of our established ways of doing things if we are going to make our share of the advertising dollar grow."

The FOA report was structured so as to detail how the project is meeting three major objections voiced about newspapers by national advertisers: "You cost too much," You're too hard to use," and "We're unsure about your value."

Much of the information contained in the update has been previously reported [presstime, Jan. 1987, p. 52; March 1987, p. 54; May 1987, p. 80]. Newly reported developments included:

• **Cost.** The Pricing/Flexibility/Positioning Task Force has commissioned a study on newspaper rate setting by the marketing consulting firm of Moran & Tucker. Task Force Chairman Jerome S. Tilis, president of the Detroit Free Press and vice president of marketing for Knight-Ridder Inc., said, "Their report, when it's finished, isn't going to tell us how to go about setting our rates, either for circulation or for advertising. But it is going to allow us to see what we do in our own individual newspapers against the nationwide pattern of practices, and therefore, it should lead to greater efficiency in the future."

• **Ease of use.** Another task force chairman, Joe D. Smith Jr., said his Standardization Task Force is recommending that the newspaper business standardize policies relating to color advertising, including a lead time of not longer than two days for camera-ready color ads.

Smith, president of the Alexandria (La.) Daily Town Talk, also said the Marketing Data Task Force is working with the International Newspaper Marketing Association to produce a standard market data folder, and it will publish a standard glossary of advertising and technical terms used by newspapers.

• **Value.** Reg Murphy, president and publisher of The Baltimore Sun, said his Readership Task Force this fall will conduct "another major benchmark survey" of adult newspaper reading habits to compare with studies done five and 10 years ago for the Newspaper Readership Project.

Reporting on the activities of other project subgroups, Murphy said the Sales Structure Task Force has set up five sales teams comprised of newspaper sales people and NAB account executives; the Alternate Distribution Task Force is preparing a manual on starting and improving total-market-coverage operations; and the Sales Personnel Task Force will issue a report this summer on compensation, incentives, training and recruitment.

In the NAB report on the state of the newspaper advertising business, NAB President Craig C. Standen identified three trends working in favor of newspapers in their pursuit of national advertising: "regionalization of marketing" as the pendulum swings away from further centralization of advertising management at certain big companies; opening up of new ad categories, of which health care "may be the most striking example;" and more "innovative and creative use of newspapers."

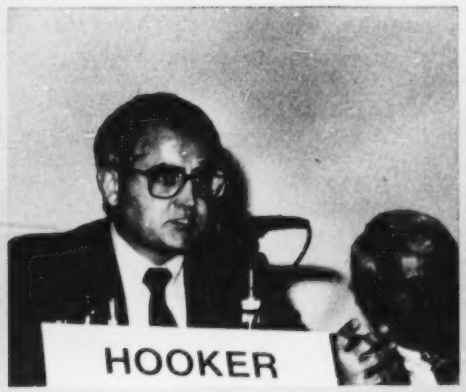
In the retail-advertising realm, NAB Executive Vice President Leo Bogart said advertisers "continue to demand total market penetration at a time when newspapers' circulation to household ratio has continued to decline." The answer, he said, is total market coverage, and 711 newspapers now have some kind of TMC system.

Other trends in the retail area identified by Bogart were increasing use of newspapers for image advertising; retailers' desire for more fashion-related editorial content; more industry-wide sales events like those for frozen foods and home furnishings; and growth of retail conglomerates, which makes it harder for newspapers to reach senior-level managers.

Standen announced that beginning June 1 the bureau is suspending for two years all fees for workshops and seminars conducted by NAB trainers for individual newspaper staffs or advertisers. (Fees ranged from a minimum of $300 to a maximum of $700, depending on the size of the newspaper. Newspapers will continue to pay travel and other expenses.)

Total NAB income for the fiscal year ending June 1 was an estimated $14,838,500, according to NAB Treasurer Richard E. Diamond, publisher of the Staten Island (N.Y.) Advance. Diamond reported that the market value of NAB's permanent reserves was $4,421,621. This, he said, represented 30.7 percent of the year's operating expenses. Since June 1, 1986, 28 new members joined and 26 resigned, with a net increase in annual dues of $9,500.

At the May 3 meeting of the bureau's board of directors, NAB's officers were re-elected for one-year terms. They are: Chairman Frank A. Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times; Vice Chairman Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., San Antonio; Treasurer Diamond; and Secretary and Assistant Treasurer James Hoge, president and publisher of the New York Daily News. □



Margaret Canonge

Hooker (left in left photo) takes a far more optimistic view than fellow panelists Lamm (seated beside him) and Bok (right in right photo), with moderator Fanning.

Futurists' Opposing Views Pose Challenge for Press

Within the next 50 years, said futurist Michael Hooker, all the human problems that historically have beset humanity will be solved.

Cancer, disease, aging, energy and food problems—all will be eliminated, said Hooker, who is the author of several books and chancellor of the Baltimore County campus of the University of Maryland.

The one remaining problem, Hooker said, will be that there will be no problems to solve. This could be the biggest problem of all because problem-solving has been the driving force that has led to all human creativity, he said.

Hooker's optimistic view of the future was not shared by three other panelists who spoke on "The Next 100 Years."

"The real world is not like that," said Freeman Dyson, a physicist at the Institute for Advanced Study, Princeton, N.J. "I do not believe any of the things Mr. Hooker put forth. Problems are one resource not likely to be exhausted."

Dyson drew applause and laughter with his observation that "obviously, the most difficult problem we have is original sin. We all tend to dislike each other." He said civilization often disposed of this problem peacefully in the past by sending people they didn't like somewhere else, as when English convicts and religious dissidents came to colonize America.

The colonization of space is a possible solution to overcrowding and other problems on earth, he said.

Sissela Bok, philosophy professor at Brandeis University in Waltham, Mass., quoted philosopher Immanuel Kant, who predicted in 1793 that wars would become increasingly violent and widespread until there may be one final war—unless mankind acts to forestall it.

Kant advocated "freedom of the pen," Bok said, as a way to prevent that final war. But even in democracies, she said, there are many ways to restrict information. She cited the information leaked to the press by the Reagan administration last year on Libya's supposed plans to mount a terrorist campaign against the United States. This was an example of "disinformation" in which the government was trying to "bypass Congress, bypass the press and bypass the citizens," she said.

In the next century, Bok said, a key ingredient for survival is that the press and the citizenry must work against disinformation tactics and spread knowledge and facts.

Richard D. Lamm, former governor of Colorado and a visiting professor at Dartmouth College in Hanover, N.H., painted a gloomy picture for the United States in the next century unless trends change.

He said the U.S. rate of productivity growth is the lowest of any industrialized nation. "Our students are consistently in the lower one-third of students in the world," he said, adding that the nation has the highest rates of teenage pregnancy and crime of any industrialized country.

The panelists generally agreed that the industrialized nations, situated in the northern hemisphere, will in the future be pitted against the underdeveloped and Third World countries, situated mainly in the southern hemisphere.

Before turning the program over to the panelists, Theodore J. Gordon, former chief engineer for McDonnell-Douglas Corp. and now chairman of The Futures Group in Glastonbury, Conn., set the tone for the session by noting that the earth's population, now 4.6 billion, will expand to 6 billion by the year 2000 and grow to somewhere between 9 and 14 billion by 2050.

Biotechnology will breed new plants and animals to feed this population, Gordon said.

Katherine W. Fanning, editor of The Christian Science Monitor, moderator of the panel discussion, concluded: "The greatest challenge (for the news media) is to make sense out of all this." □

C. David Rambo

Peaceful demonstrators line the sidewalk in front of the Waldorf to promote the cause of "aesthetic realism"—and to criticize the press for allegedly "boycotting" the cause.

C. David Rambo

Thomas G. Clancy of the San Francisco Newspaper Agency poses a question to store executives.

Retailers Air Their Gripes About Advertising in Newspapers

Retail advertisers found plenty of fault with newspapers as an advertising medium and presented a variety of suggestions for change at the general session on the "Future of Advertising," which featured a panel of four major retailers and a retail stock analyst.

The retailers said they want newspapers that come up to the graphics and typographical standards of the advertising they carry, are better organized and easier to read, cost less to advertise in, know all about retailers' customers, and can deliver a particular ad to a particular customer.

On the matter of appearance of newspapers, "we almost are more critical of your end product than you are," said Gordon R. Cooke, executive vice president/sales promotion of Bloomingdale's. "We look for you to enhance your own production of your newspapers in terms of graphics and in terms of typography."

Bloomingdale's spends "a tremendous amount of money" designing ads "that are going to look spectacular," Cooke said. It is "amazing," he added, to see the difference in appearance of the same ads in The New York Times and in a newspaper in another market. He said newspapers lag "severely behind" what advertisers are doing in design.

Lee M. Dubow, senior vice president/corporate sales promotion, Belk Stores, echoed Cooke's remarks. "The kind of environment you are giving us to present our story, I think, is way out of date. I think newspapers are way back in the '20s some time."

Newspapers, he said, "have to get yourselves organized."

The "tremendous amount of clutter" in newspapers is one reason stores have flocked to preprinted inserts, he said. "They don't know how to use your pages, and as a result, they are creating their own." Four years ago, his Charlotte, N.C.-based chain of stores used only four inserts a year; this year, they will use 44. "That's a big diversion of ROP dollars," he said.

The head of Saks Fifth Avenue said newspapers have to understand the retail world. Speciality stores such as his need to build relationships with individual customers, while "general" retailers are trying to lure traffic into their stores.

Saks is able to identify its customers and create a profile of would-be customers. It communicates with them through direct mail, said Melvin Jacobs, Saks' chairman and chief executive officer. "We don't today to my knowledge have ability to do that with newspapers."

Although Saks has been very happy with an "image" advertising campaign it has run in newspapers for the past year and a half, Jacobs said the company makes no other use of newspapers because of their inability to target specific customers.

Stephen L. Pistner, chairman and chief executive officer of McCrory Corp., suggested newspa-

pers make better use of their research departments to find out who retailers' customers are.

"If you do your jobs well, your research departments will know more about those customers than we do and recommend the manner in which we will get to those customers."

Pistner also said that "our customers, in the main, are not newspaper readers." He urged the newspaper executives to make their papers "more readable" by presenting synopses of the news and putting longer stories in the back of the paper.

On the topic of color in newspaper advertising, one of the retailers said that although some stores have used spot color to dramatize their ads, color is not an advantage in selling products unless it is on high-gloss paper.

"I think you have to ask retailers, 'Does it help sell the product?'" added Bloomingdale's Cooke. "It definitely does when we use your magazine sections, especially when we are looking for direct response. But for the most part, we would just as soon have a black-and-white fashion ad."

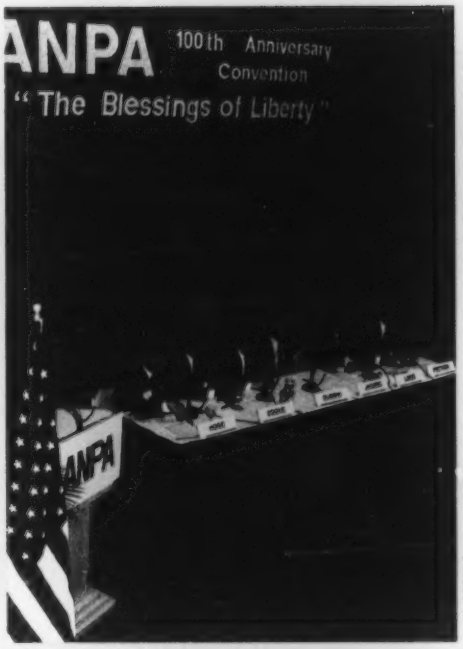
The issue of rates also came in for discussion by several of the retailers. Saks' Jacobs said retailers have to "lower our cost of marketing and do more marketing, rather than cut back" the amount of advertising as newspapers raise their rates.

Bloomingdale's Cooke said retailers often cannot generate the increases in sales to cover newspaper rate increases. "You are not giving us more circulation. Your rates are going up higher than inflation, and if we need to use you as our major partner, we have to find ways to be more effective with that circulation you're giving us."

Despite the drawbacks, Cooke added that Bloomingdale's is "definitely not drifting away from the medium."

Among the trends identified as having an effect on newspapers is that of consolidation of companies in the retail trade—a trend that Walter F. Loeb, principal/senior retail analyst with Morgan, Stanley & Co. of New York City, predicted will continue.

Pistner of McCrory Corp. said this means newspapers will have "fewer customers by far in the next few years." They will have to determine how to serve these "fewer, significantly larger masters."



C. David Rambo

Retailers warn newspapers they may lose some advertising if they do not pay more heed to design, content, research, circulation and competitive pricing.

Dubow suggested that with mergers of newspapers as well as retail stores, newspapers will have to find "whole new ways of selling us." Newspapers may set up ad-representative firms to call on retailers' headquarters, as they now do with national advertisers.

Asked about Florida's new sales tax on advertising, Dubow predicted it will spread to other states and will be a "nightmare" to collect. "It's going to make you people tax collectors," he said.

The retailers were bullish on the outlook for retail sales in 1987. However, Saks' Jacobs cautioned that customers will be a "little surprised when they see prices this fall." □

Convention Numbers

3,038—Convention registration.

24,000—Square feet of artificial turf rented for the Ellis Island ceremonies and reception.

200—Waiters serving the Tuesday ANPA lunch.

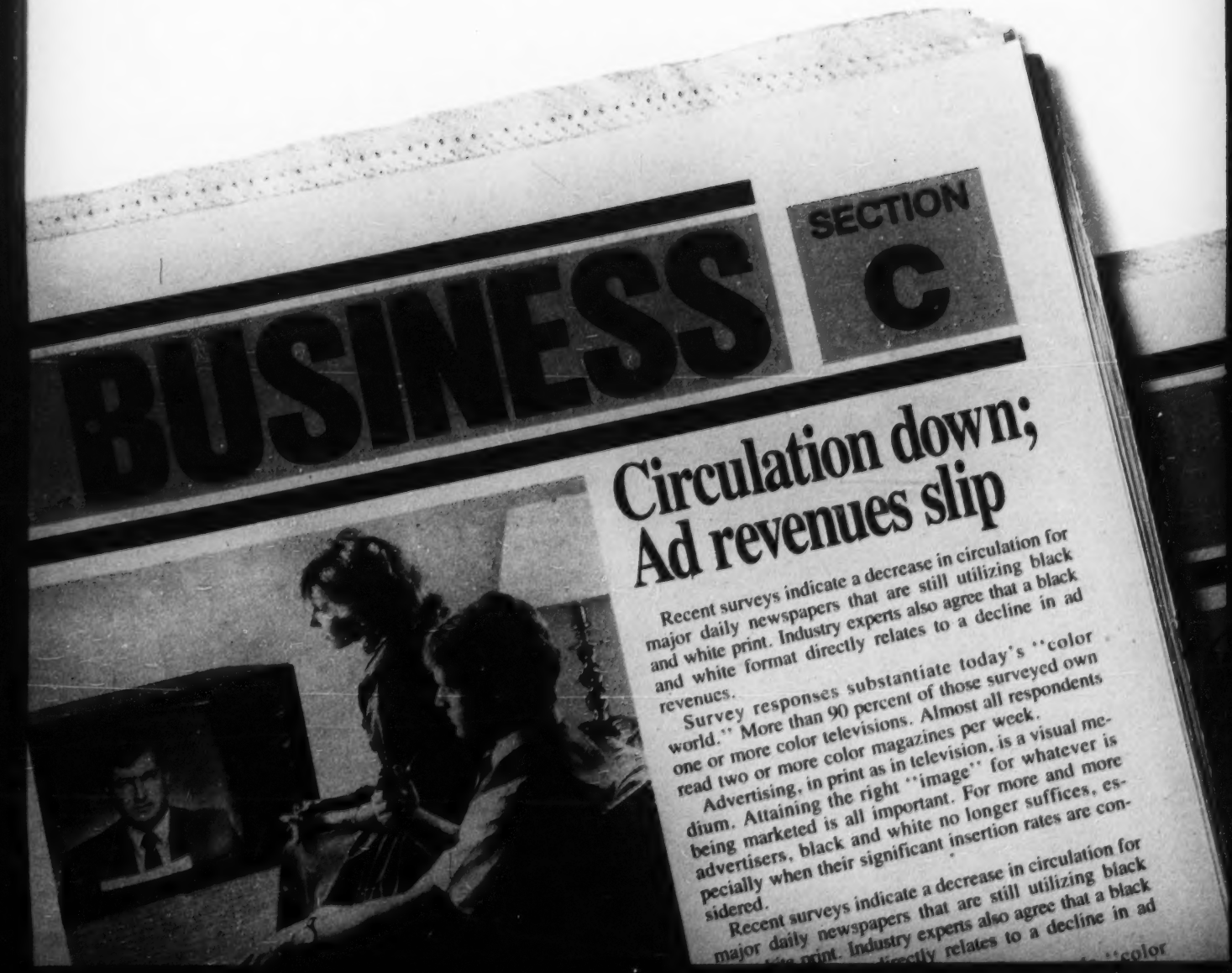
269—Members of the working press receiving credentials on May 5, the day of former Sen. Gary Hart's address.

150,000—Gallons of red-, white- and blue-dyed water pumped by the fire boat operated by the New York City Fire Department's Marine Division at the conclusion of the Ellis Island ceremonies.

Wendy J. Workman

Young performers of the National Dance Institute delight their Tuesday morning audience.

What used to be black and white and read all over...


BUSINESS
SECTION
C
Circulation down;
Ad revenues slip
Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.
Survey responses substantiate today's "color world." More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.
Advertising, in print as in television, is a visual medium. Attaining the right "image" for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.
Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black
print. Industry experts also agree that a black
directly relates to a decline in ad
"color

Can now be black and white and red and yellow and blue and...

...in short, a more visually impressive, attention-getting newspaper with late-breaking color pictures! Hell Graphic Systems is your single-source for state-of-the-art products that allow you to conveniently and cost-effectively step up to full-page color composition. And the cost-savings, increased ad revenues, and greater circulation that go along with it!

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- The LS210 laser image setter for combined output of text and graphics
- The Pressfax system for facsimile transmission of newspaper pages
- Chromagraph color scanners for the generation of high-quality separations

In addition, our Xenotron division offers systems for electronic input of black & white line art and continuous tone graphics, and layout and composition of complete newspaper pages.

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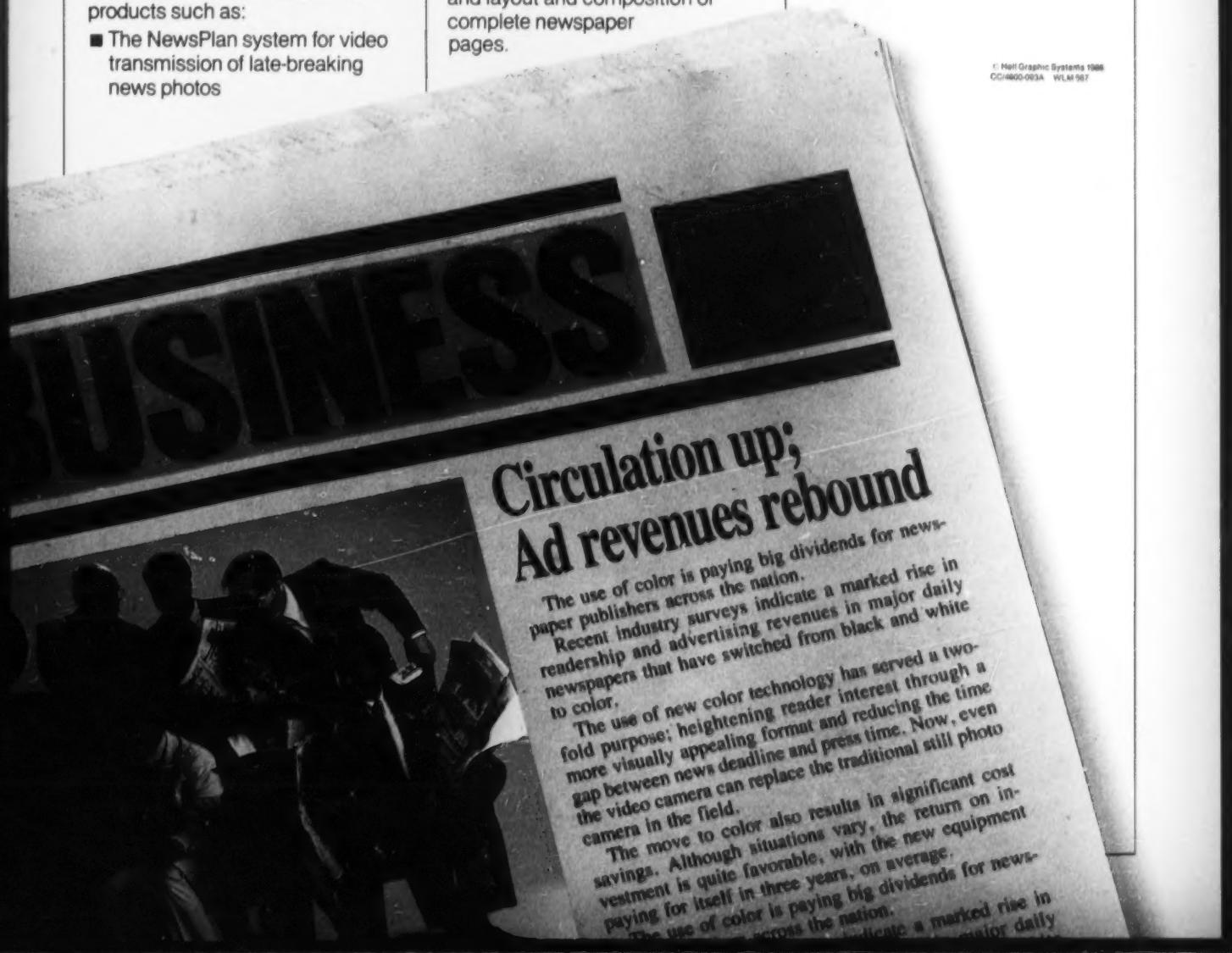

USINESS
Circulation up;
Ad revenues rebound
The use of color is paying big dividends for newspaper publishers across the nation.
Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.
The use of new color technology has served a two-fold purpose; heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.
The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.
The use of color is paying big dividends for news-

ANPA
100th Anniversary
Convention
"The Blessings of Liberty"
ANPA
ESTLOW
ESTLOW
SCHERMER
SCHERMER
JOHNSON
JOHNSON
CURLEY
CURLEY
CARTER
CHAPMAN
CHAPMAN

DAY FOUR—WEDNESDAY
Jimmy Carter on Nicaragua
The Separation of Powers

Former President Carter Offers Opposing View on Contras

As the Convention's closing speaker, former President Jimmy Carter briefed the publishers about "life after the White House."

And, responding to questions from the floor, he denounced the same Nicaraguan policy that his successor had defended in the opening ceremonies on Ellis Island three days earlier.

He also offered some advice to the publishers but overall gave newspapers high marks for their performance.

Asked how the press can better perform its responsibilities, Carter said he regrets the frivolous nature of matters that tend to make front pages.

"There are so many deep and significant issues that are not adequately covered by most newspapers in this country," he said, including nuclear arms control, human rights, peace in the Middle East and the extent to which the Soviet Union has changed under Mikhail Gorbachev. "These are the kinds of questions that very seldom are adequately addressed in the news media."

However, he concluded his appearance by saying, "I think in general the press deserves congratulations and gratitude instead of condemnation or sincere criticism."

In answering the question about U.S. policy in Nicaragua, Carter called U.S. financing of contra forces "counterproductive and illegal under international standards and perhaps even against our own nation's . . . policies."

Urging a negotiated settlement between the Sandinista government and the contra rebels, he said "total freedom of the press" should be a component of any agreement.

The closing of the opposition newspaper La Prensa was "a terrible mistake by the Sandinistas—a crime against their own people, a violation of human rights," he said.

In describing his life as a former President, Carter noted that he and his wife, Rosalynn, have written three books—two by him, one by her. Now they're about to publish a joint volume on how to prolong life by following good personal habits and how to make the most of the rest of one's life.

"We've been married 40 years," Carter joked, "and (the joint writing project was) the most unpleasant experience we've ever had. . . . We thought for a long time the last chapter would be about our divorce.

"I write very rapidly—I can write a chapter in a couple of days. Rosalynn writes very slowly, sometimes taking a week to produce one or two paragraphs. I present my chapter to Rosalynn; she looks at it as a rough draft. When she delivers her writing to me, she's just come down off Mount Sinai; God has delivered to her the exact words and text and meaning."

At the end of his presentation, Carter was given a 40-second ovation. □

Margaret Genovese

"I think in general the press deserves congratulations and gratitude instead of condemnation or sincere criticism."

Constitution Is Fodder for Debate

A panel of leaders from the public and private sectors devoted three hours to a discussion of a hypothetical case that tested "The Constitution: Separation of Powers."

Funded by a $35,000 grant from The Hearst Corp., the event was conducted under the auspices of Fred W. Friendly, director of Columbia University Seminars on Media and Society.

The 18-member panel included journalists, lawyers, a federal judge, a U.S. senator, two U.S. representatives, and former heads of the departments of State and Justice, the CIA and the U.S. delegation to the United Nations.

At left: ANPA Directors at the closing lunch listen to Gannett Co.'s John J. Curley discuss next year's Convention in Honolulu.

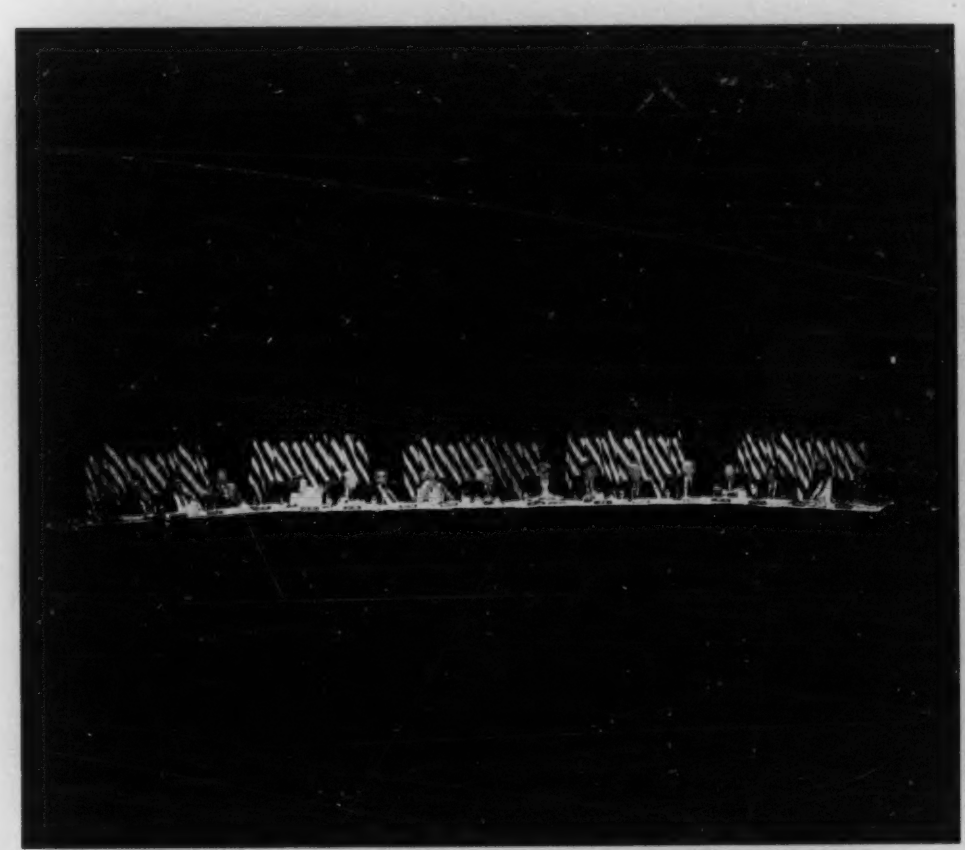
Photo by C. David Rambo

Before a large crowd in the Grand Ballroom, discussion was led first by Arthur R. Miller and then by Charles R. Nesson, both of the Harvard Law School. Much of it centered on legal issues regarding an American President's options in handling a politically sensitive arms-sale request from an ally. There also was argument on use of a special prosecutor—a private lawyer who may be called in to examine an incident involving the possibility of illegal action by a government official.

But there also were matters pertaining directly to the press.

Moderator Miller set up this scenario: Suppose someone close to the President has leaked word that the government is considering selling helicopter gunships to an ally that is strategically located near the Soviet Union and is also experiencing

Arthur R. Miller (far right) sets the scene: A small country in a sensitive part of the world wants to buy armed helicopters from the United States. What is the role of the President? Congress? The press?



Wendy J. Workman

Frank A. Bennack Jr. of The Hearst Corp. introduces seminar program.

domestic unrest. An account shows up in what Miller called "the you-know-what paper." A Cabinet officer who in fact did not release any information flunks a lie-detector test and is strongly suspected of being the source of the report.

If asked, should the newspaper tell the President the suspect is wrongly accused?

Helen Thomas, White House correspondent of United Press International, said she would "tell the President he's not my source and that's where I'd stop."

ABC News Correspondent Barbara Walters said she would reveal on the air that the person in question was not the leaker because of the newsworthiness of the government's wrongly accusing someone. "Why not report" it? Walters asked. Otherwise, "you're a news organization withholding news."

Walters later changed her mind, however, saying she would want the wrongly accused official to be interviewed on the air about the situation.

Syndicated columnist William Safire of The New York Times said he would not divulge such information because it would set a bad precedent. It could lead to requests from other people to get them off the hook, too. "It's a trap. The moment will come when someone will call and ask you to lie for them."

Benjamin C. Bradlee, executive editor of The Washington Post, said he, too, would not reveal the source, prompting moderator Miller to ask, "You don't make pacts with the devil?" "Yes, I do, occasionally," was Bradlee's quick reply to the delight of the early-morning crowd.

Jack Nelson, Washington bureau chief of the Los Angeles Times, said he would neither confirm nor deny the identity of the source because it would help the President track down the leaker.

Discussion also touched on the relationship between special prosecutors and the press. Both parties vigorously strive to gather information on the matter being investigated. But Leon Silverman, who was special prosecutor in the case against former Labor Secretary Raymond Donovan, said the press "does not have to be your partner in the prosecution or the investigation."

In fact, Silverman said, part of his job in dealing with the press "is trying to keep the savage beasts at bay."

There was one point that drew no dissent. It was that no matter how hard government officials try, they usually cannot keep information from the public indefinitely.

"A secret is very hard to keep in our society for very long," said Rep. Dante B. Fascell (D-Fla.).

Panelists observed that secrecy is harder to maintain as the number of officials privy to the facts grows. □

Convention Sidelights

Massive Press Attention

Helping out in the ANPA press room was Norma Graziano, wife of former middleweight boxing champ Rocky Graziano. It was the busiest press room she'd worked during her 13 years with the New York Convention & Visitors Bureau. "I think it had something to do with Senator Hart," she said in what qualified as a heavyweight understatement.

The press headquarters processed credentials for 373 members of the working press—of whom 269 registered on the Convention's third day, when Hart spoke.

The overall total did not include members of the Washington press corps who accompanied President Reagan to Ellis Island.

Convention Speeches Available from ANPA's Public Affairs Department

Sunday, May 3

Ceremonies on Ellis Island

- **Comments and Prayer, the Rev. Billy Graham** (comments not delivered because of impending rain)
- **Address by President Ronald Reagan**

Monday, May 4

ANPA Keynote Breakfast

- **Keynote address by ANPA Chairman and President Alvah H. Chapman Jr.,** chairman and chief executive officer, Knight-Ridder Inc., Miami

Associated Press Annual Meeting

- **Remarks of Frank Batten,** chairman of the AP Board of Directors and chairman of the board, Landmark Communications Inc., Norfolk, Va.
- **Remarks of Louis D. Boccardi,** AP president and general manager

Associated Press Annual Luncheon

- **Address by First Lady Nancy Reagan**

Tuesday, May 5

General Session

Newspaper Advertising Bureau

- **Overview and Sales Outlook, by NAB President Craig C. Standen and Executive Vice President Leo Bogart**
- **Report on the Future of Advertising Project by FOA Committee Chairman Harold W. Andersen,** chairman and chief executive officer of the Omaha World-Herald Co., and **Task Force chairmen Reg Murphy,** president and publisher of The Baltimore Sun, **Joe D. Smith Jr.,** president of the Alexandria (La.) Daily Town Talk, and **Jerome S. Tilis,** president of the Detroit Free Press

ANPA Luncheon

- **Remarks of former Sen. Gary Hart (D-Colo.)**
- **Remarks of Sen. Robert Dole (R-Kansas)**

Historic Visit for Hizzoner

Believe it or not, the trip to Ellis Island was a first for none other than New York City Mayor Edward I. Koch. But then again, there aren't any voters residing there.

Value-packed Convention

The $225 registration fee returns to the attendee about $15,000 in "hosting," considering the program, transportation, continental breakfasts, functions sponsored by newspaper companies and suppliers, etc., according to ANPA Senior Vice President Thomas C. Fichter.

Among the latter events were a brunch at Macy's, a reception at The Metropolitan Museum of Art, a gala at Carnegie Hall, a Broadway show, and receptions at Ellis Island, the South Street Seaport and the Waldorf-Astoria.

A Blissful Run

In what might be considered a preliminary to their trip together down the aisle later this summer, Owen Van Essen and Kathy Irwin, who are engaged to be married, captured first-place honors in **presstime's** Convention Fun Run. Van Essen, vice president of Lee Dirks & Associates in Birmingham, Mich., ran the two-mile course along Park Avenue in 11 minutes, 4 seconds. Irwin's women's best time was 11:31.

Tale of the Tapes

The session on "The Next 100 years" was the most sought-after Convention tape recording, according to Cheryl J. Rowland of ACTS Inc., which taped most of the proceedings. Other best-selling tapes were those of the Newspaper Advertising Bureau's session and the Associated Press meeting with its discussion of the Tower Commission Report. "The famous people didn't sell at all," Rowland said.

Videocassette Available

The multimedia presentation, "Freedom and Information: The Blessings of Liberty," shown at the Convention will be made available in videocassette form provided there is sufficient interest to justify the cost of reproduction.

The presentation—portraying the change and progress in the United States and the part newspapers have played in that growth—can be used by newspapers in promotional campaigns in their communities.

Price of the videocassette would be $100 each. A pull-out order form is included in this issue. □

Wendy J. Workman

Clement C. Winke Jr., president and publisher of the Boca Raton (Fla.) News, and his wife, Lori, pause in front of the Convention hotel to take in the sights of Park Avenue.

Literacy: A Meaningful Relationship Between People and Power

While America celebrates the bicentennial of the signing of the United States Constitution, one in three American adults may be unable to read the Bill of Rights.

An estimated 60 million Americans—more than the number who voted for President Reagan in 1984—are unable to fully participate in democracy because they are illiterate or semiliterate.

In October 1986, Jonathan Kozol authored a report on adult illiteracy commissioned by Cox Newspapers. The report* graphically outlines the growing dangers of illiteracy and presents specific recommendations on how newspapers can lead the fight for a more literate America.

Cox newspapers across the nation are searching for innovative solutions to local literacy problems. The power needed to participate in democracy is the power of the written word.

*"Where Stands The Republic/ Illiteracy: A Warning and a Challenge to the Nation's Press" by Jonathan Kozol. For a copy, contact Corporate Communications, Cox Enterprises, Inc., 1400 Lake Hearn Drive, Atlanta, Georgia 30319.

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TAKING THE 'CORRECT'

In a break from the past, many newspapers now own up to their reporting and editing errors promptly, routinely

BY GENE GOLTZ
presstime staff writer

"A man who accidentally pushes you off the sidewalk into a muddy gutter will at least beg your pardon. But the newspaper which has pushed you into the gutter, rolled you in filth, even given you a kick or two in the ribs, will not only refrain from apologizing for its rudeness, but, if it pays any further attention to you at all, will usually jeer at you and make you the butt of the spectators, thus adding injury to insult."

—Fred Newton Scott, journalism teacher of the University of Michigan, quoted in a 1925 book, *The Conscience of the Newspaper*

There was a time in newspapering when corrections rarely caused an editor problems—because the editor wouldn't run them.

If an editor did grudgingly consent to rectify some horrendous error in a published story, one favorite trick was to have a reporter write a flattering feature, with flattering photo, of the offended party. It might even come to pass that the follow-up story would actually correct the previous error by sneaking in the correct fact, but that was by no means a mandatory part of the exercise.

And if an editor really could not avoid an outright correction, it most likely would appear in the classified section—and in agate type.

"I absolutely remember those days," says Arthur C. Nauman, former general assignment reporter and now ombudsman for The Sacramento Bee.

That was then. This is now: Corrections are nearly as commonplace in newspapers as the weather "ear"; many papers anchor corrections columns on the same page every day, adding to their prominence.

Newspapers' interest in setting the record straight dates from the late 1960s and early '70s, Nauman says, recalling: "You couldn't attend an editor's conference (then) without seeing a seminar on how to handle corrections. There was an eternal debate on handling corrections."

His analysis squares with research conducted for ANPA in 1973 by Professor Keith P. Sanders of the University of Missouri. Sanders found that events in the late '60s such as the shootings at Kent State University, violence at the Democratic National Convention in Chicago and urban riots stirred public criticism of the media.

As a result of the criticism, "Many newspapers have undertaken rigorous examinations of their performance," Sanders wrote. He found, in a nationwide survey of 200 newspaper editors, that 52 percent of the 135 respondents had instituted a formal system of accountability, such as a standing corrections column, ombudsmen or accuracy checks. (See story, p. 68.)

In the most recent study on newspapers' correction policies, released in February by the Gannett Center for Media Studies at Columbia University, all 12 newspapers surveyed reported having a systematic way to correct their errors. Research director D. Charles Whitney, associate professor of communications at the University of Illinois, found that most of those papers run corrections in a regular spot—typically, pages 2 or 3.

The survey participants, equally divided between large and small newspapers, gave mixed responses on whether they divulge sources of errors and on whether their correction items include an apology.

Overall, the survey, titled "Begging Your Pardon," served to confirm the belief that corrections are no longer a rare breed. As Whitney wrote: "Most recent commentary has suggested that more newspapers are correcting more errors than they once did, and editors of eight of the 12 papers we studied

'Shoe' **By Jeff MacNelly**

WELL, YOU BLEW IT AGAIN...
OH, NO, NOT ANOTHER MISSPELLING.
YUP. RIGHT HERE ON PAGE ONE...
THE BIG BOX THERE...
THE ONE THAT SAYS "CORECTION"?..

Reprinted by permission of Tribune Media Services

APPROACH TO MISTAKES

agreed that their papers are running more corrections than they did five years ago."

(Whitney and his research colleagues, Eric Goldstein and Andrew Borinstein, both of Columbia University, noted the scarcity of studies on corrections: "The literature on newspaper corrections systems is remarkably sparse. There is no recent study of corrections policies at representative U.S. papers, what they correct, when and how.")

Eighteen editors, ombudsmen and academics randomly selected and interviewed by **presstime** confirm that most newspapers run corrections more willingly than in past years.

"Yes, I think that's changed a lot," says Robert E. Rhodes, executive editor of the Corpus Christi Caller and Times and president of the Associated Press Managing Editors Association.

Like Nauman of Sacramento, Rhodes traces the emergence of regular corrections columns to the '60s and '70s. "We began to be the target of a lot of criticism. A lot of editors got religion about that time."

WHO'S AT FAULT? There was one eyebrow-raiser in Whitney's research for the Gannett Center: that more errors were committed by copy editors than by the reporters who wrote the stories.

However, the editors interviewed by **presstime** overwhelmingly mentioned reporters, not editors, when they talked about errors, as if the term "reporter's error" was one word.

Salvatore J. Micciche, an assistant executive editor of The Boston Globe, compiled a list of Globe errors in 1982 while serving as the newspaper's ombudsman. He determined that the source most frequently was indeed reporter error. The Globe has continued an annual survey of errors since then and found that 18 percent are attributable to faulty editing.

Most editors interviewed agree that it is a good practice to tell the reading public who made the error. At the same time, many editors could think of instances where giving the source of the error caused trouble or would have if disclosed.

The Worcester (Mass.) Telegram and Evening Gazette normally do not disclose the source of the error, says Kenneth J. Botty, vice president and executive editor.

If a source gave the wrong information, the theory is that the newspaper easily enough could have—and probably should have—double-checked the facts, Botty says. "If a little old lady who is doing public relations for some group makes an error, we choose not to embarrass her."

There are other delicate situations. "In the case of editing errors, we usually choose not to tell the public where we screwed up," he says. "But if a reporter was correct and the copy desk fouled it up, we will on occasion mention where the error occurred." The reason is to preserve a reporter's credibility with sources and contacts.

Brian J. Cooper, executive editor of the Dubuque (Iowa) Telegraph-Herald, cites an example where a clarification was necessary to avoid further friction between a reporter and a news source, even though no error had been made.

The paper carried a news story about contract negotiations during a strike of Deere & Co. Before the union's ratification vote, the paper disclosed details of the proposed contract settlement, citing "sources"

Many papers anchor corrections on the same page every day, adding to their prominence.

inside the company.

Union members thought this implied that someone from the company's negotiating team had leaked the information. The employees were angry because there had been an agreement by both sides not to disclose the data.

To soothe hard feelings, the next day the newspaper printed a front-page clarification. It said none of the individuals on either side of the negotiating table had leaked the information—that it had been obtained elsewhere.

WHEN TO CORRECT. When Executive Editor Norman Isaacs helped establish the first newspaper ombudsman in 1967 at The Courier-Journal and The Louisville Times, he said: "Let us adopt the principle that the readers are entitled to have the record set straight in every case where the facts have gone astray."

Surveys and interviews indicate that "When in doubt, correct it" is a rule commonly followed by many newspapers today. Yet some editors question whether every single minor mistake should be corrected. Many say no.

A certain number of mistakes are just too trivial to be corrected, says Botty of Worcester. He cites a hypothetical story where a reporter might mention a canoe in a story. If a reader should call in with the objection that the boat was actually a dugout, Botty says he likely would not run a correction.

John Thomas, managing editor of the Corpus Christi Caller, recalls a story his

newspaper had run about high school clubs, not identified in the story, that had furnished beer to minors. One club with a past history of sponsoring beer parties felt it had been alluded to, and an officer of the club demanded a retraction.

Thomas told the person no error had been committed and dissuaded him from insisting on a follow-up story or correction. "If we start publicizing this," Thomas told the club official, "there's going to be more attention centered on your club than you'll ever want."

Another example comes from Joseph Laitin, ombudsman of The Washington Post. The Post on Jan. 25 ran a picture whose cutline read, in part, ". . . a scene from Oliver North's Vietnam movie, 'Platoon.'" Of course, it wasn't Lt. Col. Oliver North, a central figure in the Iran-contra controversy, who made the movie; it was author/director Oliver Stone.

Laitin says no correction was made because a copy editor had caught the mistake rather early in the press run. It is not known how many original copies reached the public, but no one called in to complain, the Post ombudsman says.

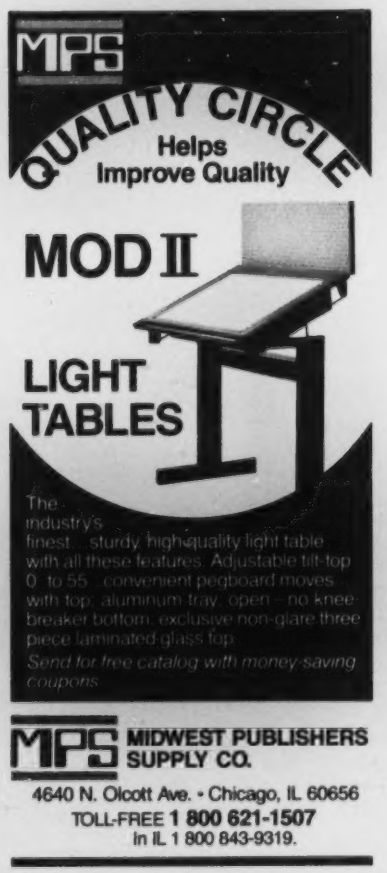
"When in doubt, correct it" is a rule commonly followed by many newspapers. Yet some editors question whether every single minor mistake should be corrected.

A more celebrated instance of a non-correction occurred in 1984 and involved not the public but rather two of the bigger names in the newspaper business—Washington Post Executive Editor Benjamin C. Bradlee and Allen H. Neuharth, chairman of Gannett Co.

In its September issue that year, the Washingtonian magazine published an exchange of letters between the two in which Neuharth wrote Bradlee complaining about a business story in the Post that said an analyst had recommended against buying Gannett stock. Neuharth said the story was a "misrepresentation" of the analyst's recommendation and also incorrectly quoted Gannett's closing stock price for the day.

Neuharth said, however, his letter was not a request for a retraction, correction or clarification. "Your clarification column already threatens to become the most rapidly growing section of your newspaper, and I do not wish to add to that burden," Neuharth wrote.

Bradlee replied that Neuharth was "simply wrong" about the analyst's recommendation, and he added in a postscript: "We did have one error. The stock did close at 40, up an eighth." □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Accuracy Checks Can Help Prevent Errors

What can newspapers do to keep mistakes to a minimum?

At least one daily and one weekly go to the extreme of checking stories with sources *before* publication [presstime, March 1986, p. 40].

A larger number—but still a vast minority of all newspapers published—seek to keep reporters on their toes by conducting so-called "accuracy checks"—contacting some of the people named in stories *after* their publication.

Robert E. Rhodes, executive editor of the Corpus Christi Caller and Times and president of the Associated Press Managing Editors Association, studied accuracy checks and found there were some obstacles to overcome to make them work.

"Papers that installed them had to overcome some initial suspicion" on the part of reporters, Rhodes says.

He notes that the checks were not made with people regularly in the news, like the police chief or the governor, because they know whom to call when they want to complain.

The individual who gets checked, Rhodes says, is the "'Joe Six-Pack' who finds himself in the news for the first time" after an automobile accident or some other event.

Newspapers that conduct accuracy checks use several different methods:

- Some send clippings to story subjects, asking for comments.
- Others send out preprinted forms asking such questions as whether the stories were fair and whether names, addresses and other facts were correct.
- Still others have an editor or the ombudsman make the checks.

An example of the latter is William Sunderland, assistant to the executive editor of the San Jose Mercury News. He is in charge of corrections and complaints, a job that includes sending out accuracy letters.

Every six months, says Sunderland, "I go through the paper, generally pick a batch of stories, and select everybody named in the story." He sends a letter to those people asking a series of questions: Was the story fair and accurate? Was your name spelled right? Were quotations correct? If not, why not? Was anything else wrong with the story?

"At least 50 or 60 percent (of the people checked) don't quibble about anything," reports Sunderland.

In the case of a story that is said to contain errors, the editor checks with the reporter. And if need be, Sunderland says, the paper runs a correction.

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Why do they have to show things like this in the newspaper?

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

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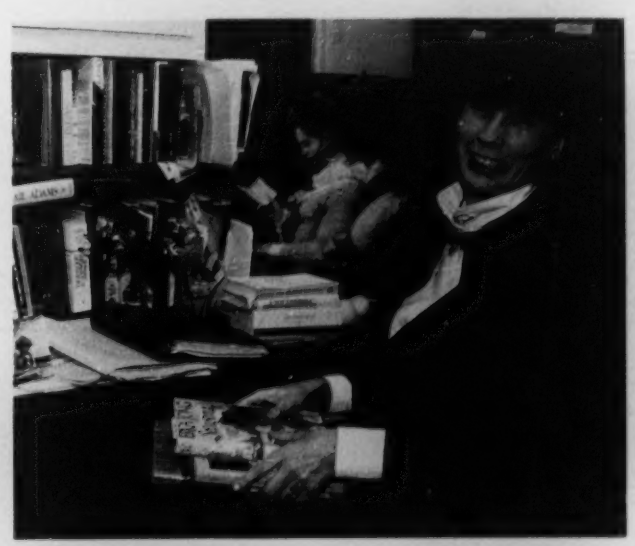

Constance Casey

To learn how one person became a crackerjack book editor, read on

BY MARY A. ANDERSON
pressTime staff writer

Shortly after Constance Casey signed on with the San Jose Mercury News to start a book section in 1983, she found that she had something less than clout with East Coast publishing houses.

"I couldn't get (a review copy of) Norman Mailer's *Tough Guys Don't Dance* to save my life," says Casey, who eventually went to a bookstore and paid for it.

Soon enough, Casey made her name—and her newspaper's—known to book publishers. In 1984, she won a position on the board of the prestigious National Book Critics Circle, whose annual awards make careers.

"Where I had previously called up and been shunned, now people say, 'Oh, yes.' Now I'm on the 'A list' for galleys," she says.

Casey, once so daunted by the prospect of an English major in college that she chose another course of study, is making her mark on the national literary scene.

"She's an absolutely engaging person who, by sheer force of personality, has made the San Jose Mercury News known in the New York book world, and that's very, very hard to do for a paper outside of a major city," says Nina King, book editor of Newsday in Long Island, N.Y., and president of the National Book Critics Circle.

That personality also makes her "one of the most persuasive people I know on the (NBCC) board of directors when we're debating our book award choices every year," King says. "At times, I think she's turned obscure books into serious contenders by her advocacy."

Fellow board member Joel Conarroe, president of the John Simon Guggenheim Foundation, calls Casey an "elegant and witty presence" and "a rare combination of sophistication, good sense and kind of an irrepressible good humor," in contrast to some of her "prickly" eastern counterparts.

When Casey talks about books, it is with a sense of discovery.

"If there's a Higher Power, if there's a mission, that a book editor has, it's to find books that are extremely good. When you find one, it's news."

The four to six-page Sunday section Casey single-handedly produces "is regarded on the (West) Coast as being one of the best book sections," says John F. Baker, editor of Publishers Weekly.

She also writes a regular column and prepares other features for the section—that is, when she is not opening 100 jiffy bags a day when books flood in during the peak publishing months of March, April, September and October.

As if that were not enough, Casey, 41, who is also the mother of two young sons, listens to Books on Tape during her 114-mile round-trip commute. Except on Friday, the "reading day" she wrested from her editors, she drives to her job in San Jose from the Victorian home she shares with her medical-researcher husband in San Francisco's Haight-Ashbury district.

As for many book editors, Casey's automatic stature in literary circles sometimes can bring her professional and personal lives too close for comfort.

Next year, her elder brother, novelist John Casey, publishes his latest work, a trilogy. "I don't know what I'm going to do. I think I'll find a reviewer who doesn't know him and doesn't know me, and put in a box" stating the relationship between author and book editor, she says. "But if it's a pan, it's going to be a hard decision."

They and three other Casey siblings grew up in Washington, D.C. Their late father, Joseph Casey, was a Democratic congressman from Massachusetts during the New Deal years. Their mother, a Democratic Party activist, still resides in Washington, D.C.

After earning a bachelor's degree in American studies from Barnard College, she worked for one and one-half years for Congressional Quarterly magazine. In 1970, she and her husband moved to San Francisco for his career. It was there that her lifelong passion for reading and writing set her upon a new career path. Because of the prominence gained through free-lance writing and reviews in the San Francisco Review of Books, her name was the first on many lips when the Mercury News sought in 1983 to expand its Sunday book page.

A distinguished book review had become a competitive necessity, says Mercury News Executive Editor Robert D. Ingle, because well-educated San Jose had become one of the best book markets in the country, now ranking as the nation's fifth or sixth largest.

Even though the budget only allowed for a part-time book editor for the first two years, Ingle says Casey "came in and literally organized things from the ground up and began recruiting reviewers."

"She had to put her chin out there and put us on the map, and I think she has done a remarkably good job at that," he says.

"California is an extremely rich area to recruit reviewers from," Casey says. "Right now, I'm trying to find some hitherto unused talent in California." She acknowledges, however, that some of her favorite reviewers are from the East and other regions.

Casey also manages to write a regular column—"an enormous achievement, when you are putting a section together," says Rebecca Sinkler, deputy book editor at The New York Times.

And, not surprisingly, she has some book ideas of her own. She has two collections of index cards "that might be two different novels," probably mysteries.

What would Casey recommend for the busy newspaper executive with time for perhaps one or two books on vacation?

In fiction, it would be the same two books she's pushed for the past 15 years: *Mrs. Bridge* by Evan Connell, "almost the perfect book," about a Kansas marriage; or *The Wife of Martin Guerre* by Janet Lewis, "another masterpiece."

Her non-fiction picks are *The Making of the Atomic Bomb* by Richard Rhodes and *The Fatal Shore* by Robert Hughes. The latter she calls "an amazing book. It has an awful lot of flogging in it." She says, only partly in jest, that the book would show executives "what management techniques not to follow. . . . Whipping people does not get you what you want." □

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The Press Is in Danger Of Manipulation When It Quotes Anonymous Sources

BY RICHARD SCOTT MOWRER

Whatever happened to "who"? Journalists used to be expected to point out who, what, when, where and why in their stories. Now, with increasing frequency, they are attributing their information to unidentified sources. Why aren't they named? Just who are they?

Richard Scott Mowrer

Time was when the current practice of printing statements by people willing, often eager, to disclose something on condition of anonymity would have been unacceptable. With a few exceptions, journalistic standards would not have permitted it.

This is no longer true. Major newspapers today seemingly have no qualms about quoting people who shun accountability for what they say.

The trend gained momentum in the early 1980s. At first, journalists evidently felt a bit uncomfortable about citing anonymous sources. They felt constrained to explain why they didn't name names. So, in the course of two days in November 1981, readers of The New York Times were treated to these phrases:

"Several State Department officials, who spoke only on the condition that they not be identified. . . . A senior Administration official who also refused to speak for attribution. . . . A State Department official who refused to be identified. . . . An official at Toyota, who refused to be identified. . . . The envoys, Asian and Western, who would not allow their names to be used. . . . According to officials who asked not to be identified. . . . High officials in both the State and Defense departments who spoke on the understanding that they would not be named. . . . Senior participants in the administration's deliberation who also spoke on the basis that their names not be used. . . . Several people close to the situation, all speaking only on condition that their names not be used. . . ."

This made for bumpy reading. Since then the going has been easier because, more and more, the justification for not naming the individuals cited is being dropped. An Aug. 8, 1985, dispatch from Washington in The New York Times featured a cascade of unnamed "officials" and "sources"—15 in all. Smooth reading, perhaps, but certainly cause for raised eyebrows.

Preserving anonymity cannot be outlawed entirely. There are legitimate cases in which a source has good and valid reasons for wishing to keep his or her identity secret, and a good reporter will recognize them and act accordingly.

But the exception has become the rule, and the implications are alarming. By accepting a trade-off—a story in return for the promise of anonymity—the media risk being used by those who, for whatever reason, seek to influence public opinion.

Unquestioning acceptance of source anonymity by the press is a boon for politicians and bureaucrats who seek to manipulate the news. They leak what they want, withhold what they want and aren't accountable. They can make accusations, destroy careers and remain hidden behind the cloak of anonymity. One has to wonder about their motives. The public, meanwhile, is denied the ability to judge the value of the source.

The media, too, can be hurt. Last Aug. 25, The Wall Street Journal published a front-page story to the effect that the United States and Libya were on a collision course, and another bombing of the North African nation was in the offing. The story cited sources on 34 occasions but identified none by name. The report turned out to be a dud, leading to charges that it had been planted as part of a disinformation operation.

The lesson to be learned is clear: Information provided to the media on condition of anonymity should be suspect from the start. The proferred disclosures should be noted and confirmation sought elsewhere, even if this takes more time and work. There is a lot to be said for the dictum, largely ignored today: Check it out. As a journalism professor told The Wall Street Journal: "Suspect everything. If your mother tells you she loves you, check it out."

Weird as it may seem, there are spokesmen who seek anonymity, possibly just to be in tune with the times. Thus, according to The New York Times of July 18, 1983, "a spokesman for Newsweek, who asked not to be identified, said (George Will's) column would continue in that publication."

The Times of Sept. 27, 1982, disclosed that "today an Administration spokesman, who asked not to be identified, said the number of people estimated to have died in the massacre (in the Shatila and Sabra refugee camps in Beirut) was 'now around 600.'"

Then there's the case of the two unidentified officials, one in Washington, the other in Greece, slugging it out in anonymity. The Times of July 4, 1984, reported from Athens: "Unidentified officials of the Reagan administration made the assertion (that Greece was lax in fighting terrorism) in press briefings last week. The Greek official, who himself asked not to be identified . . . denied the assertions."

Fittingly, the correspondent who filed the dispatch wasn't identified, either: The story carried no byline. □

Mowrer, a newspaper reporter and free-lance foreign correspondent from 1934 until 1976, lives in Chocorua, N.H. This article appeared previously in The Globe and Mail of Toronto and in the Manchester (N.H.) Union-Leader.

Some people just can't seem to let a good thing stand.

Take the Staggers Rail Act of 1980—one of the most successful pieces of legislation in history.

A group called Consumers United for Rail Equity (C.U.R.E.)—backed primarily by the coal and utilities industries—wants to take an ax to the Staggers Act.

They don't say that, of course. They say they want to "perfect" the act..."reform" it..."fine-tune" it.

But if you read the legislation they have proposed, you will quickly see that, in critical areas, they want to reimpose the same stifling regulation—and more—that almost destroyed the railroads.

Never mind that most railroad customers—87 percent of those questioned in a recent survey—are happy with the Staggers Act and don't want it changed. Never mind the observable fact that the partial deregulation provided by the Act brought the railroads back from the brink of disaster, resulting in efficiencies and improved service for all who use rail.

Never mind, even, that the freedom to set rates and make contracts with less regulatory interference did not result in massive rate increases.

Many rates—coal and grain rates in particular—have gone down in recent years.

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To us that goes far beyond pruning and fine-tuning. And if you're a journalist covering this story, you'll find the facts for leaving Staggers intact are much more powerful than C.U.R.E.'s assertions for chopping it to bits.

To get facts, write Media Information, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 712. Or if you're against a deadline, call (202) 639-2555.

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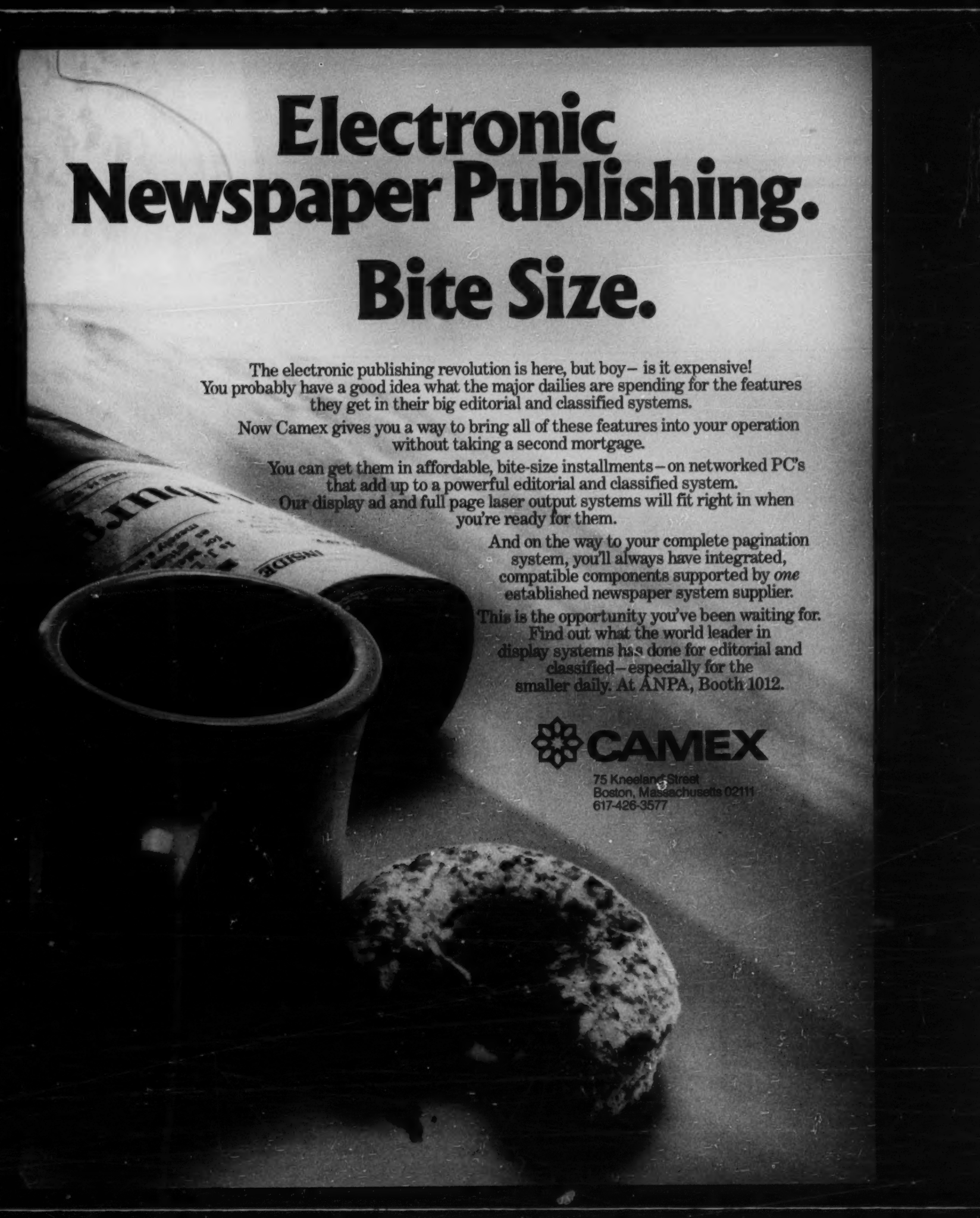
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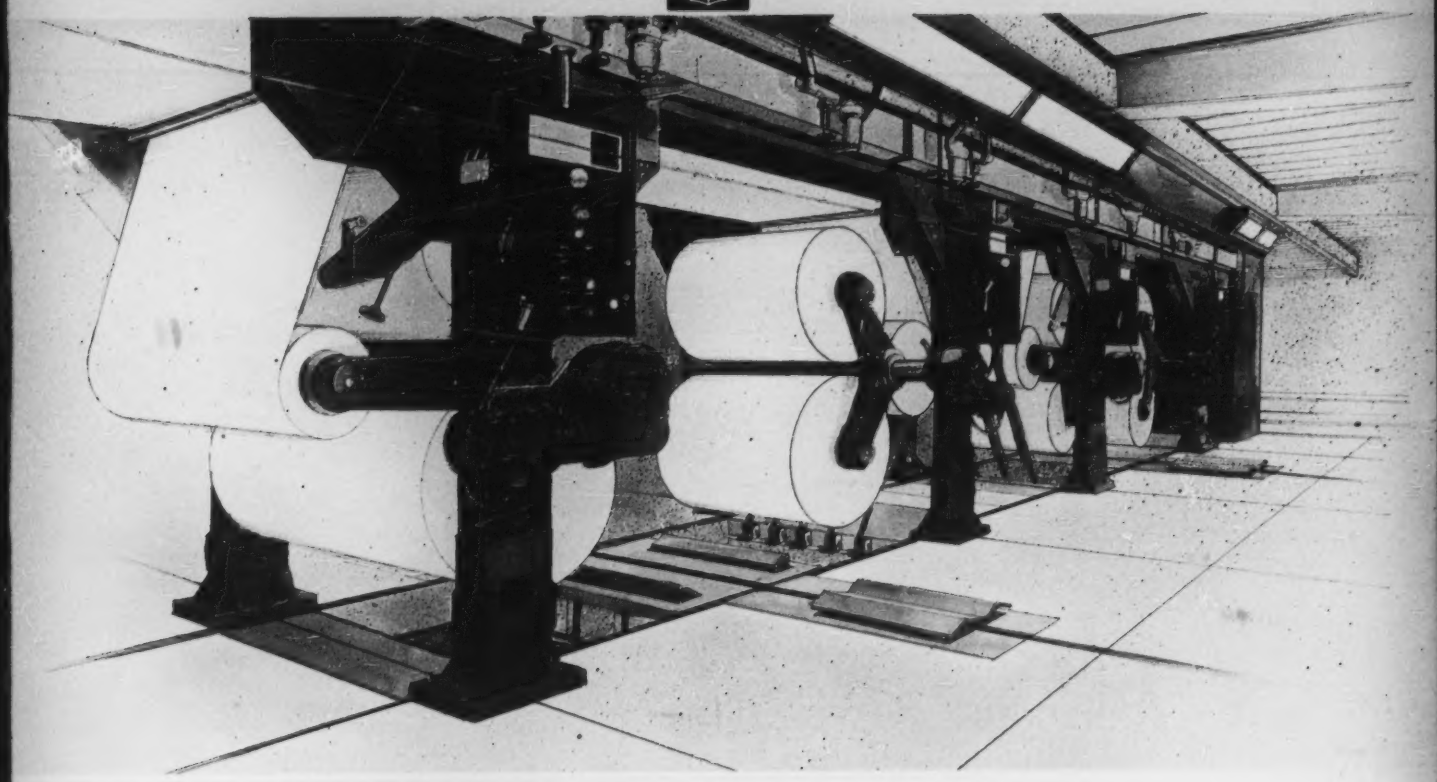

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COURTS

Arbitration of libel cases explored

Three University of Iowa professors have started interviewing parties in libel cases for participation in a nationwide experiment to resolve libel suits outside the courts and without financial awards.

It's all part of the school's two-year Libel Research Project, which, supported by a $158,000 grant from the John and Mary R. Markle Foundation, seeks to redress grievances by arbitration in 30 or more cases that otherwise would be litigated seriously [**presstime**, April 1986, p. 38].

In a three-year study, the trio of professors—two in journalism, one in law—reviewed hundreds of cases between 1974 and 1984, interviewing possible plaintiffs, media defendants and lawyers.

The professors concluded that libel litigation is often unsatisfactory to both plaintiffs and defendants because it is costly and time-consuming, and frequently does not address a plaintiff's key concern: the alleged falsity of a published or broadcast statement.

"There had been lots of speculation about how reform of libel law—to focus on the accuracy issue—would work," said Gilbert Cranberg, professor of journalism at Iowa and one of the three involved in the research. "We felt the best way to resolve some of these questions is to try it out."

Parties may choose to go to a settlement conference, but cases that have not been settled will proceed to an arbitration hearing, ultimately resolving the cases within two or three months, Cranberg said.

The American Arbitration Association will administer the program, providing neutral individuals to hear the disputes and to issue a finding on the questions of reputational harm and the truth or falsity of challenged statements.

The most likely remedy is some form of publication of the arbitrator's finding, but the outcome is open, Cranberg said.

The Iowa professors will select the cases from those brought to their attention by the parties involved, libel insurers or other sources.

To take part in the program, both parties must sign a submission agreement to abide by the decision of the arbitrator—waiving the right to litigation and appeal—and to forgo monetary damages. □

LEGISLATION

ANPA opposes decree change

ANPA opposes a Justice Department recommendation to remove entirely the information-services restriction imposed in the AT&T consent decree, a Senate panel was told April 30.

"There have been no changes in the market that would justify this sweeping reversal of policy by the department, just three years after divestiture," said Robert M. Johnson, then vice chairman and now chairman of the ANPA Telecommunications Committee.

Testifying before the Judiciary Committee's Subcommittee on Antitrust, Monopolies and Business Rights, Johnson reiterated ANPA's position that owners of monopoly telephone transmission facilities should not be allowed to own or control the information that flows over those facilities. Johnson is president and publisher of Newsday, Long Island, N.Y.

Subsequently, on May 22, ANPA filed comments with U.S. District Judge Harold H. Greene restating its opposition to lifting the information-services restriction.

It added, however, that the BOCs can help facilitate the developing electronic publishing industry by making improvements in local exchange services that might include some "low-level" or "mid-level" information services. It asked Greene to consider requests for waivers or clarification of the restriction on a case-by-case basis where the BOC "can show that the service does not involve any control over or interest in information content, is subject to effective safeguards, and is necessary to improve network service" [**presstime**, April 1987, p. 45]. □

ANPA to file friend-of-court briefs

ANPA will file friend-of-the-court briefs in two cases the U.S. Supreme Court has accepted for review and one in which review is sought:

- *Hustler Magazine v. Falwell*, in which Hustler magazine publisher Larry Flynt is appealing a $200,000 jury award to evangelist Jerry Falwell for "intentional infliction of emotional distress." ANPA will join Richmond (Va.) Newspapers and The Free Lance-Star Publishing Co. of Fredericksburg, Va. [**presstime**, April 1987, p. 40] in supporting Flynt's case, which the Supreme Court has accepted for review.
- *City of Lakewood v. Plain Dealer Publishing Co.*, in which the court will hear an appeal filed by Lakewood, Ohio, concerning its newsrack ordinance.

A lower court ruling had struck down part of the city's ordinance governing permits, design and insurance for newsracks but had upheld Lakewood's ban on newsracks in residentially zoned areas.

- *Lee Enterprises v. Sible*, in which the media company is seeking reversal of a libel decision by the Montana Supreme Court. That court reversed a trial jury's unanimous finding that the Lee-owned Missoulian of Missoula had not displayed actual malice in reporting a sheriff's investigation into alleged theft by a deputy. □

LEGISLATIVE NOTES

• ANPA will study the possibility of seeking a **newsprint exemption** from a proposed duty of up to 1 percent on all imported goods.

The import tax is contained in trade legislation (S 490) approved May 7 by the Senate Finance Committee.

• Under a bill approved May 15 by the Senate Committee on Labor and Human Resources, businesses would have to give up to 180 days' **advance notice of a planned shutdown or layoff** if 50 or more workers are affected.

S 538 requires notice be given to employee representatives, the state dislocated-worker unit and the chief local elected official. A companion bill is before a House committee.

• A bill that would require the federal government to identify and notify workers at risk of **occupational disease** passed the House Education and Labor Committee May 19.

HR 162 would establish a risk assessment board within the Department of Health and Human Services to identify categories of workers at risk so they could be notified.

Gannett asks rehearing of new ruling in New Mexican case

Gannett Co. is seeking a rehearing of a case in which a federal appellate court ruled April 29 that control of The New Mexican in Santa Fe be returned to former owner Robert M. McKinney.

In the latest round of a nine-year battle over control of the paper, a three-judge panel of the 9th U.S. Circuit Court of Appeals upheld a lower court's decision that control should revert to McKinney for the remaining eight years of his initial 10-year contract with Gannett.

Thomas Chapple, attorney for Gannett, said he expected a decision by the end of May on the company's petition for the full appeals court to rehear the case. If its request is denied, the company will seek reconsideration from the three-judge panel that originally upheld the lower court.

McKinney sold the newspaper to Gannett in February 1976, under a 10-year agreement that he would remain in charge of business, operations, news and editorial policies for the first five years and remain in charge of news and editorial policies for the second five [**presstime**, Jan. 1984, p. 35].

McKinney filed suit two years after the sale, alleging that Gannett violated the terms of the contract. In 1980, a jury found that Gannett had breached the contract but dismissed a fraud claim. □

Court urges 'finer tuning' in gag cases

The full 1st U.S. Circuit Court of Appeals has issued a cautionary "addendum" to an earlier decision clearing The Providence Journal and its executive editor of a criminal contempt-of-court conviction for violating a gag order.

It affirmed the Dec. 31 ruling of the same court's three-judge panel. But the *en banc* opinion said that some "finer tuning" would "minimize the disharmony between respect for court orders and respect for free speech."

The court expanded upon the panel's warning that publishers should seek an emergency appeal of any gag order before violating it.

The panel had held that a lower court's order prohibiting the Journal from publishing information about a reputed organized crime figure was "transparently invalid" [**presstime**, March 1987, p. 48], and therefore the newspaper could not be held in contempt for violating it. □

C. David Rambo

Reviewing rate package are (from left) ANPA's Tonda F. Rush, ANPA Director Donald E. Newhouse, Maguire and ANPA Postal Committee Chairman Sandra Hardy.

Third-class hit hardest in proposed rate package

The cost of third-class mail will go up significantly if the Postal Rate Commission approves new rates recommended by the U.S. Postal Service.

More modest increases are proposed for second- and first-class.

In the rate-increase request announced May 5, the USPS Board of Governors proposed increasing by 22 percent the category used for most shared-mail pieces: carrier-route presort.

However, other increases for categories used by third-class mail in direct competition with newspapers would increase much more. The category allowing mailers as little presorting as possible would go up 32 percent. An intermediate category called the "five-digit" sort would increase 31 percent.

The Association in late May was analyzing the proposed new rates, which came in a nearly foot-high bundle of documents weighing about 16 pounds. But Vice President/General Counsel W. Terry Maguire said, "We think the proposal of the Postal Service is headed in the right direction with respect to many of the third-class rates."

Maguire expressed concern that the proposal for a first-class stamp costing a quarter is "still too high in the context of fair postal rates." ANPA long has contended that third-class rates are too low in relation to first-class, maintaining that if third-class were higher, first-class could be lower.

ANPA will intervene in the rate case to protect its postal interests, Maguire said.

Third-class mailers took sharp exception to the new rate package. "The third-class increases seem intolerably high," said Herb E. Gertz, chairman of the Third Class Mail Association and vice president of Donnelley Marketing in Chicago.

Among proposals for second-class are three increases and a decrease. The increases are: from 9.1 cents to 10 cents per-pound in-county; from 3.1-4.9 cents to 3.3-5.5 cents per piece in-county; and from 3.8-12.3 cents to 5.7-15.1 cents per piece outside of the county of publication. The decrease proposed is from 11.8-28.9 cents to 10.3-23.7 cents per pound outside of the county.

The governors said higher rates are needed because of increasing revenue needs of the Postal Service [**presstime**, May 1987, p. 62]. □

Change benefits TMC

Many newspapers no longer must quarterfold their total-market-coverage publications in order to use advantageous third-class rates, thanks to a change in size restrictions that took effect May 31.

Pieces mailed in the third-class carrier-route-presort category now may be no larger than 11 3/4 by 14 by 3/4 inches; the previous limit was 11 1/2 by 13 1/2 by 3/4 inches, causing many papers to have to quarterfold before putting copies into the mailstream [**presstime**, May 1987, p. 62]. □

ANPA supports Pacific Bell plan

The Federal Communications Commission should allow Pacific Bell to experiment with a new transmission technology without requiring full compliance with FCC rules guarding against anticompetitive behavior, ANPA said in comments filed with the commission May 15.

But in separate comments filed the same day, the Association said the agency should not approve a request by Bell Atlantic for permission to offer a voice message storage service until the company fully complies with anticompetitive safeguards.

Bell Atlantic is one of the seven regional Bell operating companies. Pacific Bell is a subsidiary of another BOC, Pacific Telesis. They are subject to regulation by the FCC to ensure that they do not restrain competition or improperly subsidize new computer-related ventures with revenues from their basic telephone service.

Pacific Bell's request relates to its proposed one-year trial of a technology called "Victoria" that would allow telephone lines to be used for access to electronic services at the same time they are being used for regular voice calls.

On March 20, the FCC staff said Pacific Bell must comply with the commission's rules and establish separate accounting and administrative procedures for the equipment to be placed in customers' homes during the test.

ANPA supported Pacific Bell's appeal of that decision. In its comments, the Association said it "believes that the possibility of anticompetitive harm from such a limited test is relatively small compared to the potential technological benefits that may result."

On the other hand, ANPA said there are several shortcomings in the plan filed by Bell Atlantic, including failure to propose ways to minimize costs for potential competitors offering similar services. □

Report mailed

"Connections II—New Tools for Managing Telecommunications," a report summarizing an ANPA seminar on managing telephone systems, will be mailed this month to member newspapers. □

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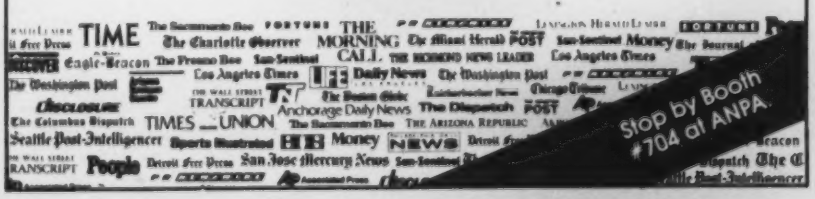

Despite jail sentence, Cardenas goes to FIEJ to receive Golden Pen

Chilean magazine editor Juan Pablo Cardenas was expected to receive in person the 1987 Golden Pen of Freedom award from the International Federation of Newspaper Publishers, or FIEJ. This, despite the fact that Cardenas, editor of Analisis, once again was sentenced to jail on charges that he defamed Chilean President Augusto Pinochet.

According to FIEJ Director Timothy Balding, Cardenas left Chile within 24 hours of imposition of the 18-month sentence by the Supreme Court of Chile and planned to go to Helsinki, Finland, to receive the award May 24 during FIEJ's 40th Congress.

"We are pleased and we hope that the spotlight of publicity on the prize award in Helsinki will perhaps make the Chilean authorities see reason and revoke the sentence," he said.

Balding added that he was told that Cardenas' lawyers are continuing to work on his defense and that he planned to return to Chile.

Earlier in May, ANPA had sent a cable to Pinochet seeking revocation of Cardenas' sentence, saying the journalist's absence from the FIEJ meeting would be "noted worldwide." It pointed out that the award was being given "specifically to recognize Cardenas for his troubles resulting from his determination to express opinion."

According to Leonard A. Kusnitz, a regional affairs officer at the State Department, a Chilean newspaper reported May 15 that Cardenas had been sentenced to 541 days in jail by the "second courtroom" of the supreme court. That sentence can be appealed, he said. Cardenas' original sentence of three years' night custody had been overturned by an appeals court [pressetime, May 1987, p. 66]. □

La Prensa raided over one-page flyer

Nicaraguan security agents April 30 raided the plant of La Prensa in Managua after the long-closed opposition newspaper published a one-page flyer greeting members of the World Interparliamentary Union meeting there. The flyer urged "the Free World and the democrats who are visiting us join the clamor of Nicaraguans who demand freedom of the press."

The newspaper noted that it had been shut down by the Sandinista government 306 days earlier. □

Publishers on Parade

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Source: ABC FAS-FAX Report, September 30, 1986. Calculations by The Dallas Morning News Research Dept.

For more information on why Parade is important in major markets, contact Carlo Vittorini at (212) 573-7111, and talk publisher to publisher.

Florida high court studies tax on advertising while newspapers, other media await impact

At the request of Florida Gov. Bob Martinez, the Florida Supreme Court will issue an advisory opinion on the constitutionality of the new law that would apply the state's 5-percent sales tax to professional services, including newspaper advertising and circulation.

Oral argument is scheduled for June 22, with an opinion expected by the end of the month. The Florida Press Association is one of many industry groups filing briefs with the court opposing the new taxes.

What impact the opinion will have is unclear because of its advisory nature. But it would at least indicate prospects for success of lawsuits seeking to invalidate the tax, which is scheduled to go into effect July 1.

Barry Richard, one of several lawyers representing media interests, said if the Supreme Court believes the law is seriously deficient, "I'm sure the state would make no attempt to collect (the tax), and no one would pay it. So I think it will have the practical force of law."

As part of a last-ditch effort to derail the tax, several advertising associations commissioned a study, assisted financially by ANPA, into its adverse effects on the Florida economy. Conducted by Wharton Econometrics Forecasting Associates, the study projected $2 billion in lost personal income because of decreases in retail sales and tourism, and 46,000 lost jobs by 1989. (Those figures were based on the assumption that the tax would not cause advertising to leave the state.)

Florida newspaper executives, while expressing concern about the tax, tended toward optimism when addressing a group of financial analysts in New York City in early May.

"We expect some impact on the bottom line, but we don't know how much," said Richard G. Capen Jr., publisher of The Miami Herald. "Advertisers will cut back, but it's important to keep in mind the battle is not over."

Thomas P. O'Donnell, publisher of the Fort Lauderdale News and Sun-Sentinel, said he expects the tax will "impact our revenues by about a 1-percent overall factor, with less than 1 percent in increased expenses."

"I think advertisers would probably try to stay and do business there than pull out based on the 5-percent tax," he said.

The impact of the ad tax on The New York Times Co.'s Florida newspapers is "not clear but expected to be negligible," said company President Walter E. Mattson at the analysts' meeting. He predicted advertisers would cut back to the same degree as they would in response to a rate increase.

As for circulation, newspapers are planning various approaches to collecting the tax.

O'Donnell told the analysts that the Fort Lauderdale papers probably will absorb the tax on single-sale copies, and they expect no impact from adding the tax to subscribers' bills in small increments.

The New York Times Co. plans to absorb the tax on circulation, said Mattson. "We feel it's more profitable to increase circulation than to increase prices," he said.

So far, Salomon Brothers of New York City stands alone in downgrading stocks of newspaper and some other media companies with properties in Florida [presstime, May 1987, p. 62].

Another analyst, Curtis L. Alexander of Mabon, Nugent & Co., sounded a positive note. In that firm's newsletter, he reported, "We believe the risks are overstated, that the tax, if imposed, will be tantamount to an across-the-board 5 percent ad rate hike, and that advertisers will continue to advertise and media companies will continue to capitalize on this, chalking up hefty earnings gains."

However, Proctor & Gamble Co. and Clorox Co. have announced plans to pull print, television and radio ads from Florida media, with some other consumer product companies expected to follow.

Meanwhile, a number of groups have canceled meetings in Florida in protest of the tax, including the National Association of Broadcasters, the Association of National Advertisers, the Magazine Publishers Association and NBC. □

Libel capped by tort laws

About half of the tort reform measures considered by state legislatures this year would assist libel defendants by establishing limits on punitive damages, caps on noneconomic damages, or remedies for frivolous litigation, the Libel Defense Resource Center concluded in a recent survey.

Based on responses from press contacts in 34 states, the LDRC survey found that 32 have been considering tort reform this year and 17 of those considered broad legislation that could assist libel defendants.

These efforts "provide a rare opportunity for publishers to achieve some degree of relief from at least the most notorious excesses of libel litigation," LDRC General Counsel Henry R. Kaufman said in a memo to newspaper association managers.

But some of the proposals have drawn fire from the press. One measure, passed by a large margin of the Illinois House of Representatives May 22, aims to be the nation's first "restoration of reputation" law. Press interests vehemently oppose the bill, even though it would eliminate damage awards in some cases. The bill is before the Illinois Senate.

If the bill is enacted, libel plaintiffs could opt for trial to determine the truth or falsity of a news account—with no proof of malice or recklessness required. In the case of a report found to be false, a news organization either would have to run a retraction called a "judicial declaration of falsity" or pay a fine.

Most of the other 1987 bills have been broad-based and did not mention libel.

But media interests want to "ensure that there are no provisions in the legislation that would deny libel defendants the same type of relief as other tort parties," said Kevin Grant, ANPA state relations coordinator.

Press groups in Oklahoma, Iowa, Missouri, California, Illinois and Pennsylvania have been the most active in seeking reform to benefit libel defendants, Grant said. □

Phone tax takes toll on newspaper

A 10-percent tax on businesses' interstate telephone calls, approved May 15 by the Los Angeles City Council, will take a large toll on the city's biggest daily newspaper.

The Los Angeles Times, a heavy user of long-distance telephone services, will pay "close to $100,000" a year in tax, estimated Robert D. Hynes, telecommunications engineering manager.

The tax takes effect July 1. It will make Los Angeles the only major U.S. city to tax interestate calls, according to an AT&T spokesman. There is concern the idea may spread to other California communities. □

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ANPA Board increases its resolve for expanded minority opportunities

The ANPA Board of Directors passed a resolution May 2 stepping up the Association's efforts to improve opportunities for minorities at newspapers.

To implement the resolution, the Board directed ANPA staff to develop recommendations for goals and plans to be considered at the Board's September meeting.

Among the issues to be considered are: the relationship of ANPA and ANPA Foundation in the effort; whether and how to conduct an industry-wide survey of minorities; organization and support of the existing Task Force on Minorities in the Newspaper Business, of which ANPA is a member; and the question of goals.

Loren Ghiglione, chairman of the task force and publisher of The News in Southbridge, Mass., has mailed the ANPA resolution to other task force members seeking their feedback.

"Now ANPA is at a historic point, and it plans to back up its resolution with action," he wrote. "Wish lists" for action submitted by task force members will be compiled and analyzed so that cohesive recommendations can be made in September, he explained.

The ANPA resolution reads:

"Whereas, the American Newspaper Publishers Association, through its Foundation and in cooperation with numerous industry associations and the Task Force on Minorities in the Newspaper Business, is supporting programs to enhance newspaper opportunities for minority personnel and

"Whereas, ANPA, through its Board of Directors, dedicates itself to a larger direct role in support of minority participation within the newspaper industry, and

"Whereas, ANPA reaffirms its strong belief that all newspapers should continue to strengthen their efforts to foster fairness and diversity in the newspaper work force,

"Now, be it therefore resolved that

"ANPA will expand plans and strategies that encourage and aid newspapers to recruit, develop, promote and retain minority personnel." □

Newspapers reach out to Hispanic communities

Several newspapers produced new Spanish-language publications recently to reach potential readers in their large Hispanic communities.

Most focused on the Immigration Reform and Control Act of 1986, which went into effect May 5.

As part of its May 4 edition, the Los Angeles Times published "Becoming Legal: A Guide to the New Immigration Law," a 16-page tabloid section.

Bilingual sections focus on new law.

The bilingual section was produced in cooperation with La Opinion, Los Angeles' largest Spanish-language newspaper, which distributed it simultaneously. The Times distributed another 900,000 copies to organizations in Southern California that are working with aliens seeking legalization and to local school districts that requested copies for students.

Both daily newspapers in Dallas got into the immigration act:

- On May 3, the Morning News bilingually published questions and answers about the immigration law as part of its long-running "Immigration '86" and "Immigration '87" series.

Although the rest of the series did not run in Spanish, Deputy Managing Editor Bob Mong said many of the installments reached the Hispanic community through El Sol, a Dallas Spanish-language paper that translated stories from both of the city's dailies.

- The Times Herald produced a series March 22-25 titled "The Immigration Scramble" that a month later was turned into a 28-page broadsheet, "A Guide to Amnesty." In the series and reprint, the newspaper carried Spanish translations of many of the articles and of "How To" guides for illegal immigrants wishing to apply for amnesty. Several thousand copies of the reprint have been distributed to public officials, government agencies, immigration attorneys, the media and individuals who have requested it, according to Associate Editor Ernie Sotomayor.

Meanwhile, The Miami Herald—whose Spanish-language edition El Herald has long provided regular news coverage—launched a publication April 29 to approach Dade County's large Hispanic population from a different angle.

El Anunciador, a free-circulation advertising product, is being sent by mail weekly to 162,000 Hispanic households. It aims to reach the estimated 60 percent of Dade's Hispanics who do not buy the newspaper.

"Our priority is to make the Herald more accessible to Hispanic readers" and "to convince Hispanics that the newspaper is important to their lives," Publisher Richard G. Capen Jr. told a gathering of newspaper stock analysts May 7 in New York City. □

Navajo Times publishes again

The Navajo Times of Window Rock, Ariz., resumed publication May 22 as a weekly with a $67,000 start-up grant from the tribal budget.

Willis Brown, former publisher of the Rapid City (S.D.) Journal, has agreed to act as Navajo Times publisher until the newspaper is "fiscally responsible."

Depending on the level of ad revenues, the paper may be able to publish semiweekly later this year. "In the very far distant future, I can see a daily again," Brown said.

Brown was part of an eight-member advisory committee that reviewed the newspaper's situation after it closed Feb. 19, burdened by annual losses of $700,000 or more [**presstime**, May 1987, p. 126]. □

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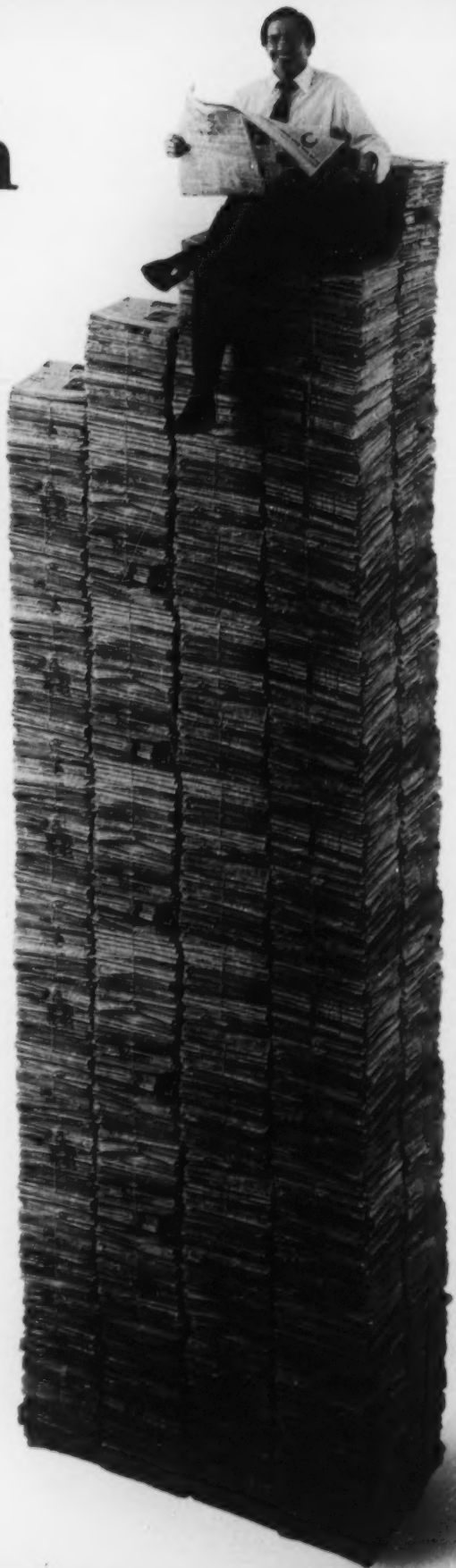

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Making headway on the literacy front

Illiterate adults who may be too embarrassed to ask for help have a friend in READ UP, a 12-week literacy course designed and carried by the Tulsa World.

In addition to the lessons in the newspaper, the program provides audio tutoring via the newspaper's telephone information service CityLine (see story, p. 24) and video tutoring on a local cable television show broadcast five times daily.

The lessons take about 20 minutes a day, regardless of the method used, Executive Editor Bob Haring said.

It is the first program in the country to provide self-tutoring aids for reading students who do not have a tutor, according to Carolyn Ebel Chandler, ANPA Foundation's manager/literacy programs.

Two control groups—15 prison inmates and a dozen welfare mothers—are being monitored as they study the lessons for the entire 12 weeks to yield some indication of the program's effectiveness.

READ UP features a short story in each weekday paper written at the third-grade level, accompanied by a brief lesson. The first week's series provided a test whereby the non-reader could find his or her reading level, identify any physical problems that may impair reading ability, and be guided to other programs if the measured level turns out to be much higher than the third grade.

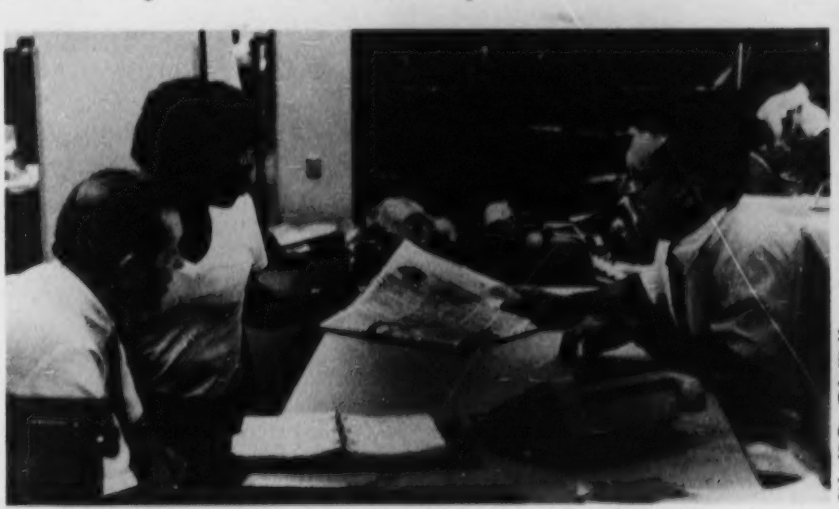
After the 12 weeks of lessons, the paper plans to issue reprints, plus tapes of the audio and video lessons. If the program proves successful, it may be repeated in fall 1988.

The paper developed the program in about three months, after having been involved in literacy projects for several years. "We tried to think of something that went a step beyond what anyone else was doing," Haring said.

In other news concerning literacy projects at newspapers:

- The Record of Hackensack, N.J. has begun a pilot program that matches employee volunteers with seventh graders who lack basic math and language skills. A bus picks up 16 students and takes them to The Record for tutoring at the individual employee's work stations. The Record claims it is the first program in the country to involve a major newspaper with in-plant tutoring.
- The Austin American-Statesman teamed up with a local television station to develop a cartoon strip, "Tex Reader." Each day the strip posed a trivia question stressing the importance of reading, and the answer was given during the evening TV newscast. The cartoon ran for a week along with public-service ads on literacy and a series on people who have overcome reading problems. Calls to the county's adult literacy council more than doubled in the following weeks, officials said.
- ANPA Foundation will hold a Literacy Creators Workshop Aug. 30-Sept. 2 to help newspapers develop programs in their communities to fight illiteracy. The workshop, limited to 20 participants, will feature presentations by national literacy organizations and newspaper executives. It will be conducted at the Xerox Training Center in Leesburg, Va. The fee, including seminar materials, meals and lodging is $500. Those interested should contact ANPA Foundation by July 1.

A list of other literacy projects conducted by newspapers is available from the Foundation's Chandler at The Newspaper Center, Reston, Va. □



Richard Pulliam Tulsa World

Buck Jones (in T-shirt), 35, tells Tulsa World Book Editor Ken Jackson (left) and Executive Editor Bob Haring about his progress with READ UP.

University of Maryland opens collection from former Baltimore News-American

A newspaper may die, but its "morgue" can live forever.

Last December, The Hearst Corp., which seven months earlier had laid the Baltimore News-American to rest, donated the entire contents of the newspaper's library and other memorabilia to the University of Maryland.

On May 1, nearly a year after the paper's demise, the collection became officially available to the public, by reservation only. But much of the material, dating back to the 1870s, has not been microfilmed and is so fragile that research is limited to one relatively short period a week, said Peter H. Curtis, curator of "Marylandia" for the library and supervisor of the collection.

Curtis expects historians of Maryland to be the biggest users of the collection, along with members of the general public who want to research topics the newspaper may have covered.

A leased warehouse off the College Park campus provides more than 4,000 square feet of space for the huge collection: about 3 million newspaper clippings, about 1.1 million original photographs and negatives, and 3,000 bound volumes of newspapers.

Along with the miscellaneous books, Baltimore directories, plaques and paintings, Hearst contributed the original 15-foot aluminum eagle that adorned the News-American building and was represented in the masthead.

The collection "will be a very interesting sort of anchor for the new journalism library," completion of which is about three years away, said Reese Cleghorn, dean of Maryland's College of Journalism.

Meanwhile, curator Curtis said the university will need to raise at least $2 million for conservation of the entire collection, the bulk of which would be to preserve and microfilm the clippings. □

ACEJMC to open sessions; accredits 14 J-schools

The Accrediting Council on Education in Journalism and Mass Communications will open its previously closed deliberations on accreditation of schools.

The new policy, adopted at the council's semiannual meeting May 1-3 in New York City, will take effect next year for schools agreeing to the policy and in 1989 for all schools.

The council also adopted a dues formula based on the size of each member organization's budget. In the past, organizations made their own decisions on how much to give the council.

In accrediting actions, the council granted accreditation or reaccreditation to journalism programs at 14 schools.

Among them was the Medill School of Journalism at Northwestern University, which had not been sanctioned since 1982 when it withdrew its reaccreditation bid in a flap over accreditors' insistance on faculty salary information [**presstime**, Dec. 1983, p. 35].

Four schools received provisional accreditation or reaccreditation, which requires them to correct perceived deficiencies within a year or be denied accreditation.

ACEJMC denied reaccreditation to the journalism programs at three schools: the University of Wisconsin at Eau Claire, Kansas State University and St. Cloud (Minn.) University. The University of Wisconsin unit had been denied reaccreditation last year, but had appealed for and obtained provisional status last October [**presstime**, Nov. 1986, p. 51].

Three other schools with provisional status last year were granted accreditation or reaccreditation at the meeting: the University of Arkansas at Fayetteville, Murray (Ky.) State University and New York University. □

Publications, software get Foundation aid

Publications and software, recently produced with grants from ANPA Foundation, include:

- *Economic Structure and Performance of Communication Media*, a 72-page instructor's guide. Available for $6 from the author, Thomas Guback, research professor of communication, Institute of Communications Research, 222 Armory Building, University of Illinois, 505 East Armory Ave., Champaign, Ill. 61820.
- "Newspaper Management Game," a computerized game allowing players to "run" a small-town newspaper. A diskette and instructional booklet are available for $35 from Wayne Danielson, 2817 Glenview, Austin, Texas 78703.
- Materials from the Clearinghouse for Computer-Based Education in Journalism and Mass Communication at the University of Miami. For annotated list and prices, contact William R. Oates, P.O. Box 248127, Coral Gables, Fla. 33124. □

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Artists, writers drawn to new syndicate

Since Creators Syndicate was launched earlier this year, it has received more than 1,300 submissions from artists and writers, founder Richard S. Newcombe said.

The syndicate has signed up artist Johnny Hart's comic strip "B.C.," formerly syndicated by North America Syndicate. Hart's other well-known strip, "The Wizard of Id," will stay with NAS.

Newcombe also said he expects to bring out a new comic strip by a well-known comic-strip artist. It will be available the latter part of June, he said.

Creators has agreed with the makers of "My Weekly Reader" to distribute a children's news service shortly, he said.

In addition, Newcombe said former President Richard M. Nixon has asked Creators to syndicate his book, *1999*, which is scheduled to be published next February.

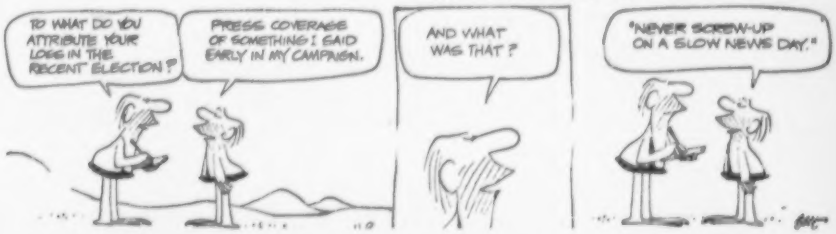
Newcombe started the syndicate with the concept that artists should retain the rights to their own material and the names of their comic strips—a right that artists often sign away when they affiliate with other syndicates.

Asked why a cartoonist can't leave and start a new comic strip, Newcombe said some of the best cartoonists have tried just that and failed.

Newcombe scored a coup when Ann Landers switched her personal-advice column to Creators Syndicate [**prestime**, March 1987, p. 56]. Landers' home newspaper, the Chicago Sun-Times, has been seeking an advice-column successor since Landers jumped to the Chicago Tribune in March.

Her old contract expired with the sale of the News America Syndicate to The Hearst Corp., which renamed it North America Syndicate. □

Reprinted by permission of Johnny Hart and Creators Syndicate Inc.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"B.C." joins Ann Landers in stable of Creators Syndicate.

Columbia Features plans expansion

The new owner of Columbia Features syndicate said plans for expansion include adding at least two columnists and two young, relatively unknown editorial cartoonists.

"We were looking for young guys who are going to develop into big names," Robert R. Ferguson said of the cartoonists he will begin syndicating. "Nobody ever heard of them," but the cartoonists—whom he did not identify—are talented people who currently work for "very small" newspapers, he said.

New York-based Columbia Features was founded in 1953 by Joseph Boychuk, from whom Ferguson purchased controlling interest in April. It sells 14 features to about 160 newspapers, Ferguson said. Offerings include "Today's Line," which gives odds on major sports, and a New York Post sports column by Dick Young. □

Daily color 'Peanuts' is catching on

An estimated seven to 10 newspapers have begun running the daily "Peanuts" comic strip in color since it was first offered in that form April 20, a United Feature Syndicate official said. Another 10 newspapers are "thinking about it," added Maureen A. Lysaght, assistant sales manager.

Among newspapers carrying the first-ever daily color comic are The Tacoma (Wash.) News Tribune and the Tampa Tribune [**prestime**, April 1986, p. 51]. □

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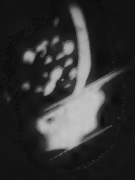

Advo sues over syndicated research flap

A controversy over whether Advo-System Inc. should be able to buy syndicated newspaper research—and at what price—has resulted in Advo's filing an antitrust lawsuit against The New York Times Co.

The direct-mail firm, which is a chief competitor of newspapers for preprint advertising dollars, seeks punitive damages of $1 million plus other damages and costs.

Leonard Harris, spokesman for The New York Times Co., said the firm would not comment on pending litigation.

Advo named a number of "co-conspirators" who are not defendants but who are being dragged into the picture nonetheless. They include various unnamed newspapers, newspaper-business associations, Scarborough Research Associates, Simmons Market Research Inc., the Newspaper Research Council/International Newspaper Advertising and Marketing Executives Syndicated Research Task Force, and others "whose identities are at this time unknown to plaintiff."

Advo, which has headquarters in Windsor, Conn., filed the suit in U.S. District Court in Hartford. It alleged various violations of federal and Connecticut law, including using "unfair methods of competition and unfair acts or practices."

The company claimed that a Times Co. executive acted in violation of antitrust laws to block Advo's purchase of soon-to-be-released research data at "competitive" prices.

The executive named in the suit is Jack Vernon, vice president, group marketing, of The New York Times Regional Newspaper Group. He also is co-chairman of the NRC/INAME task force. Advo charged that he pressured Scarborough and Simmons into raising previously offered prices as much as five-fold.

Vernon said he had not seen the complaint.

Scarborough and Simmons in late 1986 offered to sell their 1987 syndicated studies for $10,000 and $17,500, respectively, Advo claimed. But after objections from Vernon, the direct mailer said, the prices went up to $50,000 or more.

In the case of Scarborough, Advo charged Vernon engaged in "successful efforts . . . to have a number of newspapers use their leverage as potential purchasers to pressure and threaten Scarborough" to withdraw its $10,000 sale offer. Advo said Scarborough later "verbally" offered to sell the data for a price more than would be paid by the highest-paying newspaper subscriber to the project, which would be at least $50,000.

Scarborough officials said at press time they had not seen the suit and could not comment. In April, however, Scarborough said it had withdrawn an offer to sell its findings to Advo. That action followed complaints from various newspaper executives and organizations [**presstime**, May 1987, p. 80].

In the case of Simmons, Advo charged the research firm reneged on an earlier price offer as the result of an "agreement" with Vernon, and boosted its price to $50,600.

Simmons officials also said they could not comment because they had not seen the lawsuit. But in April, they had said the quoted price always had been $50,600.

According to the lawsuit, Advo on May 8 signed a subscription agreement for that amount.

Controversy over Advo's prospective purchase of newspaper market research data erupted in March. Newspaper executives then discovered that syndicated research results had been available to Advo and other competitors all along—in 1983 when such work was first performed and in 1985 when Simmons and Scarborough teamed up for a project. Advo never bought those results, however.

Newspaper executives complained that Advo should have to pay the highest subscription price, which is a common practice in the selling of syndicated research to competitors. □

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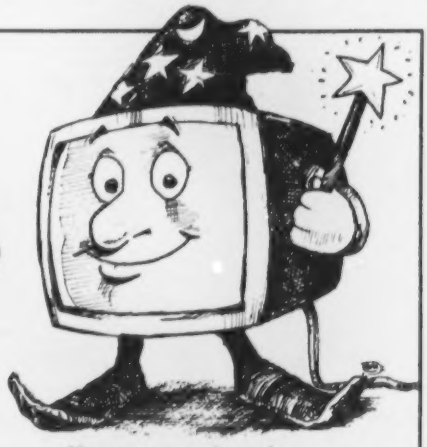

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Guidelines considered for remote classifieds

A draft of proposed guidelines for the remote entry of classified advertising by advertisers and ad agencies using personal computers is being circulated to classified-system vendors and others.

The guidelines were developed by ANPA and the Association of Newspaper Classified Advertising Managers.

Newspapers or others interested in obtaining a copy should contact John W. Iobst, ANPA manager/computer applications, at The Newspaper Center, Reston, Va. □

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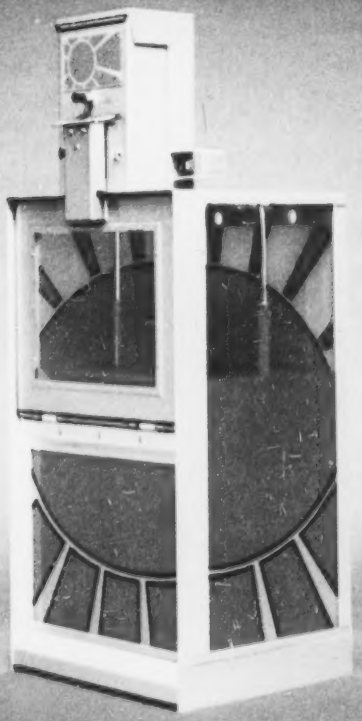

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Committee to examine feasibility of more refined circulation figures

The ANPA Circulation and Readership Committee has agreed to study a suggestion that industry-wide circulation figures be refined beyond the figures furnished by the Audit Bureau of Circulations.

Albert E. Gollin, vice president and associate director of research at the Newspaper Advertising Bureau, told the committee at its May 3 meeting that the figures can be made more accurate and up to date by starting with ABC audits and publishers' statements. Then further analysis could be conducted annually by ANPA, NAB and the International Circulation Managers Association, Gollin suggested.

John R. Harrison, committee chairman and president of The New York Times Regional Newspaper Group, said Gollin's suggestion was "a wonderful idea," providing the associations in question had the resources to do the analysis.

Gollin said that under current procedures, the timing of published newspaper circulation figures often results in distortion of the actual numbers [pressstime, Feb. 1987, p. 62].

Some organizations that compile circulation data, for instance, count certain business publications as daily newspaper circulation, and some do not, Gollin said. The data often are incomplete in the case of newspapers that do not belong to the ABC, he said.

Charles O. Bennett, vice president/communications at ABC, said later that the bureau's last survey of U.S. daily newspapers on Sept. 30, 1985 found there were 522 non-members.

Gollin also told the Circulation and Readership Committee, "When we quote the average (industry-wide) circulation for 1986, for example, we literally are not comparing the same time frame. Everybody starts with the Sept. 30 FAS-FAX numbers from ABC. Publishers' statements come into the picture to supplement (the FAS-FAX report) for non-ABC papers."

Albert E. Gollin

Then Editor & Publisher Co. sends out a questionnaire to newspapers, Gollin said, and compiles circulation figures which are reported in the annual *Editor & Publisher Yearbook*, which is usually published in late spring.

As a result, by the time the E&P figures are published, a newspaper's status may have changed significantly by fluctuations in circulation or even by going out of business, Gollin said.

Also at the committee meeting in New York City, Robert L. Burke, ANPA vice president/industry and public affairs, said a book is being prepared on circulation and news ideas that have been successfully applied at newspapers. The project is being handled jointly by the committee and the Future of Advertising Project's Readership Task Force.

Burke said the tentative plan is to send questionnaires to 30 newspapers, with 10 each in the circulation ranges of under 50,000, 50,000 to 100,000, and more than 100,000.

Harrison said perhaps the report should include suggestions on how to apply the ideas. Edward Mullins, dean of the School of Communications, University of Alabama, said: "If we don't, it (the report) will only gather dust."

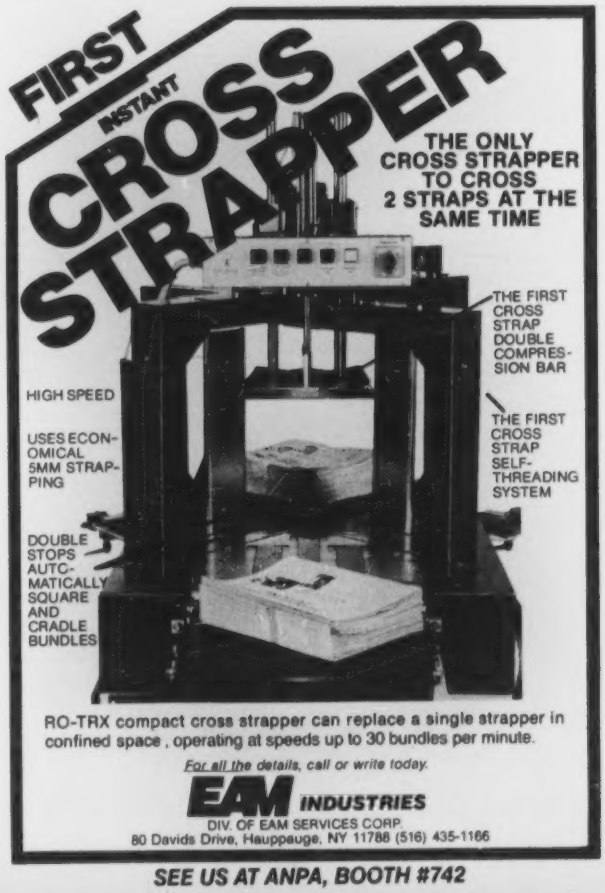
Mullins said maybe one newspaper could be persuaded to try the ideas and techniques collected in the survey and then report back on how they worked.

ANPA's Burke asked committee members to look at a draft memo of the study and submit suggestions on how it should be conducted. He said it is hoped the report can be completed this fall.

In a discussion on readership, several participants remarked that people who said they had no time to read could be helped by shorter stories, indexes and news summaries.

Gollin said these practices "help the reader but hurt the advertiser."

Mullins said indexing and summaries are fine for a larger paper, "but for a small paper it's a lot of wasted time." □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Board votes on bulk sales issues

The ANPA Board of Directors adopted four recommendations concerning bulk sales of newspapers at its May 2 meeting in New York City. The recommendations will be forwarded to the Audit Bureau of Circulations for consideration at its August board meeting.

The recommendations state that:

- School copies should continue to be reported as individual paid circulation and clearly identified as such.
- Group (mail subscription special) copies should be reported as individual paid circulation, and all newspapers should be allowed to report those copies in this manner, as national newspapers currently do.
- Further information is desired on the requirements for a sub-category called "business—for internal employee, waiting area use," which is listed in paragraph 1C/third-party (bulk) sales of the proposed publisher's statement.
- ANPA agrees with the ABC objective of developing a format that provides advertisers with full and complete information on newspaper circulation. However, the special value of average paid circulation (individually paid) should be recognized, and the report format should not imply parity between that circulation and third-party (bulk) sales. Therefore:

a. FAS-FAX reports should include only individual paid circulation. They should not include third-party (bulk) copies.

b. ABC rules should require that when member newspapers compare their ABC-audited circulation to other newspapers, those comparisons be restricted to individual-paid circulation.

The bulk-sales issue and other matters affecting newspaper publishers are expected to be addressed at the ABC Annual Conference Nov. 11-13 at the Fairmont Hotel in San Francisco.

The ANPA Board has consistently encouraged newspaper publishers to attend the conference. This year's meeting will be chaired by a newspaper publisher, R. David Threshie of The Orange County (Calif.) Register. □

Got a problem? Call the publisher

Michael J. Davies, editor and publisher of The Hartford Courant, gave readers his home telephone number and invited them to call with circulation complaints.

Happily, for his paper and for his family, few did.

In his weekly column of April 21, Davies listed the home phone number of his circulation director, Thomas W. Marquis, and then wrote, "If you are still unhappy, my home telephone number is 243-2987. Marquis and I would rather be called at home than lose a customer."

By mid-May, Davies had received 12 calls at home from customers.

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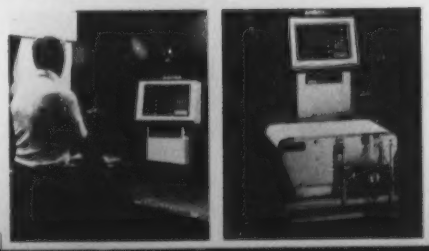

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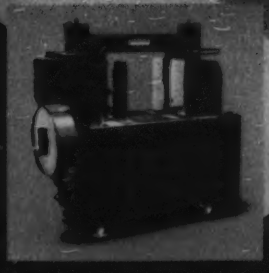

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Quine resigns by 'mutual arrangement' with API board

A search committee is seeking a replacement for Frank Quine, who resigned effective July 1 as director of the American Press Institute in Reston, Va.

John G. Finneman, API senior associate director will serve as acting director until a permanent director is named.

API Chairman William O. Taylor of The Boston Globe appointed board member Eugene C. Patterson of Times Publishing Co. in St. Petersburg as chairman of the search committee.

Quine, 49, joined API as associate director in 1969 and has been director since 1979. "The board explained to me that it wished to seek a new and different direction for API," he said in a May 8 letter to the 44 members of API's regional advisory boards.

He said in an interview that his resignation came by "mutual arrangement" and that he had not been given "much explanation" for the board's decision. "The board said it would prefer someone else" to lead the institute. "I lost the confidence of a certain faction of the board."

Taylor said he would "prefer not" to comment on the resignation beyond what he said in a May 4 press release: "Under Frank's leadership API has built a sound financial and professional basis for the future. The board and all of API's staff and alumni wish him well."

As for his future plans, Quine said he has "several irons in the fire" that are "quite intriguing." He said his goal "is to return to active newspapering in some kind of an operating role." Quine was a sports and news editor for the former Evening Independent in St. Petersburg before joining the institute.

Quine said his "biggest regret" in leaving API is that he will not be around to see a new executive development program, built around a computerized newspaper management simulation, to be introduced in early 1988. The program will allow seminar participants to manage a simulated daily newspaper over a five-year period.

Other search committee members are Larry D. Franklin of Harte-Hanks Communications, Madelyn P. Jennings of Gannett Co. and Robert G. McGruder of the Detroit Free Press.

Also leaving API is former director Malcolm F. Mallette, now director of development, whose retirement on June 30 was announced several months ago.

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Smoking rules inflame some

More newspapers are imposing restrictions on smoking at work, and in most cases the policies have been implemented smoothly. But a few unions are beginning to demand bargaining over the issue, and at least two locals have filed charges with the National Labor Relations Board over newspapers' smoking rules.

"Employees generally demanded some sort of a policy," said Gilbert A. Bogley, publisher of the Traverse City (Mich.) Record-Eagle, where a policy will become effective July 1.

The Traverse City daily will join a growing list of U.S. and Canadian newspapers with policies on smoking—at least 40 of them, according to the ANPA Human Resources Department.

Other newspapers are in the process of developing such policies. The Plain Dealer of Cleveland, for example, will have a written policy in place by Aug. 15 to comply with a new city ordinance. According to the ANPA department, there are about 100 local ordinances and nine state laws that regulate smoking in the workplace [presstime, Feb. 1986, p. 14].

In the first known case of its kind in the newspaper business, the union representing editorial employees at the Dayton (Ohio) Daily News/The Journal Herald filed charges with the NLRB April 16 alleging that the newspaper failed to bargain over a policy scheduled to go into effect June 1.

In a second case, Local 3 of The Newspaper Guild filed similar charges in May with the NLRB over a smoking policy at The New York Times, where since May 11 smoking has been prohibited in all work areas occupied by more than one person.

The NLRB cannot confirm that the charges in Dayton were the first filed on the subject involving a newspaper because the agency does not keep a file by subject matter. "We may have had a few (charges) that were settled informally," said Assistant General Counsel John P. Falcone, but he said the issue "is new on the horizon."

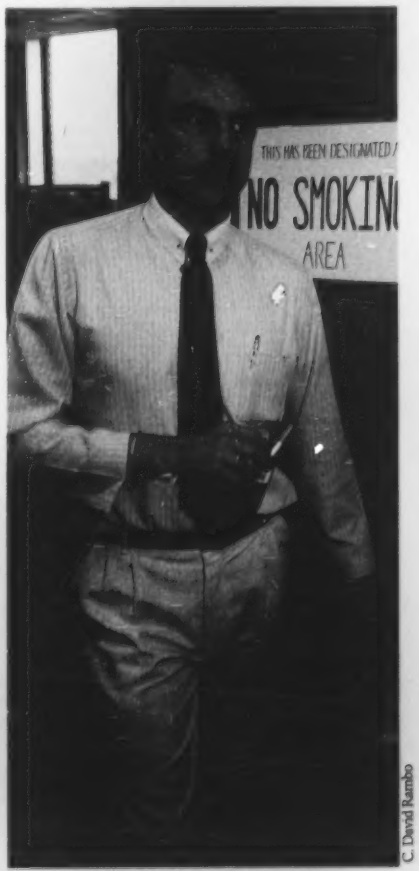
As for the Guild's view of the smoking controversy, delegates to the union's 1986 convention adopted a recommendation that local unions investigate environmental and health problems associated with smoking and, "where necessary," seek management action to combat them by such measures as seating separation, air purifiers, improved air circulation "and other steps acceptable to the majority" of affected members.

David J. Eisen, director of research and information, said the union's International Executive Board will recommend that this year's June 22-26 convention add language opposing disciplinary steps as an enforcement measure.

Meanwhile, newspapers continue to implement policies, usually with the advice of employee committees.

After management of the Quad-City Times in Davenport, Iowa, decided to establish a policy against smoking at work locations, an employee committee set the effective date of June 1. "The legal environment keeps tightening" around an employer's responsibility to provide a smoke-free workplace, said Human Resources Manager Darlene M. Hasselbacher.

To ease any individual problems arising from the policy, the Times, like some other newspapers, contracted with a local hospital to provide a smoke-stoppers program and a weight-management program. "Many smokers saw the policy as an opportunity to kick the habit," Hasselbacher said. She reported that 14 of the 17 employees who signed up for the smoke-stoppers program successfully completed it.



C. David Rambo

New policies require employees to leave their work area to smoke.

At the Traverse City daily, Publisher Bogley said a long-range goal is to make the plant smoke-free by July 1, 1988. To date, he reported, only one employee has complained that the smoking policy soon to take effect there constitutes "a violation of civil liberties."

According to Bogley, the Record-Eagle has offered to reimburse up to $100 to any employee who successfully completes a stop-smoking program, such as one provided by the American Lung Association.

Another newspaper in the Ottaway Newspapers group, The Standard-Times in New Bedford, Mass., will implement a policy July 1. Publisher Orren B. Robbins said it will apply even to individuals' offices. "We're treating all people the same," he said. Smoking will be allowed in designated areas.

The Hartford Courant no-smoking policy that will take effect July 1 also includes a ban on smoking in private offices.

The Journal-News of Hamilton, Ohio, leaves it up to department heads to ban smoking, said Editor William M. Coombe, who imposed a ban in the newsroom last February after a survey of employees showed most of them wanted it.

Coombe said there was no "suitable alternative" to a complete ban, and he reported that no problems have surfaced during the three months the policy has been in effect. The newspaper's business office also bans smoking.

In Florida—one of the nine states that has a law regulating smoking—the St. Petersburg Times policy makes supervisors responsible for implementing "the spirit of the law" and determining where employees can smoke, said Personnel Manager Allen R. Dwyer.

New York was scheduled to join the list of states with smoking restrictions, but a state Supreme Court judge blocked the scheduled May 7 implementation of the regulations issued by the New York Public Health Council. The judge ruled that only the state legislature had the power to issue such regulations. A state appeals court has agreed to review the case.

As the issue is debated in courts of law, state legislatures and private business, the effects on non-smokers from breathing so-called "sidestream" or "passive" smoke has

become an increasingly hot topic. The Los Angeles Times will implement a new smoking policy July 1 designed to protect nonsmokers from secondary smoke. The policy will limit smoking to designated areas.

Two years ago, the newspaper prohibited smoking in hallways and restrooms, and limited smoking in cafeterias and lounges. The new policy will extend to offices and other work areas.

Outside the newspaper industry, the National Treasury Employees Union has filed charges with the Federal Labor Relations Authority alleging that a smoking ban announced May 5 by the U.S. Department of Health and Human Services violates labor agreements requiring HHS to bargain on work-related matters. "We believe all parties, smokers and non-smokers and those who wish to quit, should be accommodated through negotiations at the work site," said George F. King, the union's public relations director.

Also on the national front, two public health groups—the American Public Health Association and the Public Citizen Health Research Group—recently asked the U.S. Labor Department's Occupational Safety and Health Administration to order an emergency ban on smoking in indoor workplaces. An OSHA spokesman said the agency is studying the issue but has not yet resolved whether tobacco fumes in the workplace pose an occupational hazard.

—Clark Newsom

Guild appeals ruling on drug-testing policy

The NLRB regional director in Minneapolis has refused to issue a complaint against the Minneapolis Star and Tribune over its drug-testing policy.

The Newspaper Guild of the Twin Cities had filed charges with the agency alleging that the newspaper had unlawfully failed to bargain over the policy, which went into effect in January [**prestime**, March 1987, p. 62].

Regional Director Ronald M. Sharp said the dispute should be resolved under the grievance and arbitration procedures in the Guild's labor agreement with the newspaper.

The Guild is appealing Sharp's decision to the NLRB's general counsel in Washington, D.C.

The union has asked the counsel to seek a court injunction to stop the drug-testing program pending the outcome of bargaining.

(Minneapolis Star and Tribune Co., Case No. 18-CA-9938) □

NLRB will review decision on telemarketing personnel

The NLRB has granted a petition of The Seattle Times to review and to stay implementation of a regional director's decision that would add some 30 subscription telemarketing sales representatives to an established bargaining unit.

John D. Nelson, the NLRB regional director in Seattle, had granted a petition by Local 82 of The Newspaper Guild to include the employees in the circulation unit represented by the union.

The telemarketing employees work in an office in Northgate about five miles from the newspaper's downtown plant. The office was established in 1986 after the company discontinued an arrangement with independent contractors who had performed the circulation department's telemarketing functions.

The Times opposed adding the employees to the Guild's unit, contending, among other things, that their work was not the kind traditionally performed by Guild-represented employees.

The company also argued that the Northgate operation potentially constituted a separate bargaining unit where the employees could vote on whether they wished to be represented by the union.

However, Nelson said it was clear that the telemarketing group was "a fragment and part" of the circulation department. He found that the working conditions of the telemarketing employees were "quite similar" to those of other unit employees and that the group could not function in the absence of the main operation.

The regional director concluded that the Northgate unit could not "stand on its own" as a separate unit.

(Seattle Times Co. and Pacific Northwest Newspaper Guild, Case 19-UC-458) □

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Out-of-court settlement reached in former columnist's suit

A suit filed by a former editorial employee of The Herald News of Passaic, N.J., against the paper's former president and publisher, Austin C. Drukker, has been settled for an undisclosed sum.

Former reporter and columnist Mitchell (Mike) J. Stoddard alleged that he had been harassed and demoted because of his union activities [**presstime**, May 1985, p. 72]. He said he could not discuss the amount of the settlement.

Stoddard, who now is director of media relations for Morris County, N.J., was involved in lengthy NLRB and court proceedings emanating from a union's 1980 organization campaign at the newspaper. His column was discontinued shortly after the union won a representation election. The NLRB ordered the paper to resume publication of Stoddard's column, but that order was overturned by an appellate court.

The board's publication order drew wide attention in the newspaper business, and ANPA filed a friend-of-the-court brief in the case, arguing that the order was unconstitutional.

Stoddard resigned from the newspaper in February 1985 and filed the suit seeking unspecified financial damages for emotional and mental stress.

The Herald News was renamed the North Jersey Herald News in 1985 after Drukker sold it to W. Dean Singleton and Richard B. Scudder. □

Board orders newspaper to turn over some but not all information sought by union

The NLRB has ordered the New York Post to provide certain requested information to Local 3 of The Newspaper Guild.

In so doing, however, the board modified an administrative law judge's recommended order [**presstime**, Sept. 1983, p. 34].

According to the board, the judge improperly ruled that the newspaper violated the Taft-Hartley Act by delaying delivery of a list of minority employees by name and job classification, along with a history of their promotions.

The judge also had ruled that the Post violated the act by refusing to supply the union with information regarding the use of sick leave by employees and the names and absenteeism records of individuals in the company's absentee-control program. The board said, however, that the judge made no provision for the protection of employee privacy. Accordingly, it modified the order to delete from the records information revealing the identity of the employees.

The Post also was ordered to give the union the names of people holding independent contractor, free-lance or stringer status with the paper in 1978 and 1979, excluding individual financial information.

The company did not appeal the board's order.

(The New York Post Corp. and Newspaper Guild of New York, 283 NLRB No. 60) □

NLRB elections

Albuquerque Publishing Co., Teamsters: Truck drivers voted 41-37 against representation by Local 492 of the Teamsters.
(NLRB Case No. 28-RC-4372)

Cincinnati Enquirer, Teamsters: Dockworkers voted 9-7 in favor of representation by Local 100 of the Teamsters rather than Mailers' Union No. 17.
(NLRB Case No. 9-RC-15085)

Memphis Commercial Appeal, CWA: Composing room workers voted 30-23 in favor of continued representation by Typographical Union No. 11.
(NLRB Case No. 26-RD-673)

Recent contract settlement

Minneapolis Star and Tribune, Teamsters: Three-year extension of agreement covering drivers, effective dates July 1, 1984, to June 30, 1989, extended to June 30, 1992.
(Details in June 1987 ANPA Labor & Personnel Relations Letter.)

ANPA committee will create task forces in human resources

There is "general agreement" among the members of the ANPA Human Resources Committee that its structure will evolve from three subcommittees dealing with labor, personnel, and health and welfare matters to a task force approach, its chairman said.

Committee Chairman Joseph F. Barletta said the creation of task forces "will get more professionals in the newspaper industry involved in projects."

Barletta said specific committee members will serve as chairmen of the different task forces.

The first task force will be assigned to planning ANPA's ninth annual Labor and Personnel Relations Conference Jan. 10-13, 1988, in Scottsdale, Ariz. At its May 3 meeting in New York City, the committee reviewed suggested task force projects such as newsroom turnover, retiree health-care benefits and future needs for technical personnel.

Barletta, director of newspapers for Freedom Newspapers Inc. in Irvine, Calif., has been appointed to another one-year term as chairman. □

NLRB dismisses GCIU bid to represent pressmen

A union's petition to represent employees of the pressroom at the Richmond (Ind.) Palladium-Item has been dismissed by the NLRB.

The pressmen are represented by the Palladium-Item Employees' Alliance, an independent union that represents a plant-wide unit of employees at the newspaper. But Local 508 of the Graphic Communications International Union sought to sever the pressmen from the existing unit, contending that the independent union was not a true labor organization within the meaning of the Taft-Hartley Act.

The NLRB regional director in Indianapolis, however, found that the Employees' Alliance had negotiated successive labor agreements with the newspaper since at least 1949 and had processed grievances on behalf of bargaining-unit members. He ruled that the purposes of the act would not be served by severing the pressmen from the plant-wide unit in view of the independent union's "long history of collective bargaining."

(Palladium Publishing Corp., Case No. 25-RC-8434) □

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Give unions sale data, judge says

New England Newspapers Inc., former owner of the Dedham (Mass.) Daily Transcript, is appealing to the NLRB an administrative law judge's recommendation that it be ordered to provide financial information to two unions.

The case arose in 1986 when the corporate entity sold the newspaper to Harte-Hanks Communications Inc. Harte-Hanks is not a party to the NLRB proceedings.

The assets sale was finalized May 2, 1986. Harte-Hanks closed the Dedham production operations and moved them to a production facility in Framingham, Mass. In Dedham, printers represented by Boston Typographical Union No. 13 and pressmen represented by Boston Newspaper Printing Pressmen's Union No. 3 were dismissed.

Before and after the sale became final, both unions had requested a copy of the sales agreement. They were not provided a copy on grounds that it contained confidential business information.

Judge Norman Zankel ruled that the unions were entitled to a copy of the sales agreement. He said the information was "presumptively relevant" to the unions in order to fulfill their bargaining responsibilities. There was "no merit" to the company's claim of confidentiality, he said.

(New England Newspapers Inc., d/b/a Transcript Newspapers, ID-99-87) □

Jury to decide damages in Daily News case

A jury is scheduled to begin deliberations June 9 in a Manhattan federal District Court on the question of financial damages due four black editorial employees of the New York Daily News.

The jury found April 15 that the newspaper had discriminated against the four between 1979 and 1982 by giving them fewer promotions and lower salaries than were given white journalists with comparable experience and qualifications. The damages phase of the case was to have begun May 11 but was delayed by the presiding judge [**pressstime**, May 1987, p. 96].

The newspaper still faces a class-action suit brought by the Equal Employment Opportunity Commission on behalf of all black employees in the editorial department. □

Suspension backed

A one-week suspension has been upheld for a sports reporter at The Plain Dealer in Cleveland who lifted quotes, without attribution, from a wire-service story.

"The grievant was fortunate to have his penalty determined as a week's suspension without pay," said Arbitrator Edwin R. Teple in denying a grievance filed by the Cleveland Newspaper Guild. What the reporter did, said Teple, "bordered dangerously close" to plagiarism. "It was certainly highly unprofessional."

Teple said a violation of professional ethics does not require progressive discipline. He said the reporter's action was not in the same category as misspelling a name on numerous occasions or failing to turn in copy on time. "It was a major infraction." □

Senate monitoring bill

A bill has been introduced in the Senate to prohibit monitoring of employee telephone conversations without use of an electronic signal.

Under S 1124, sponsored by Sen. Paul Simon (D-Ill.), an audible "beep" tone would be required to notify employees and customers of the monitoring. A similar bill has been introduced in the House [**pressstime**, May 1987, p. 90]. □

Massachusetts rules driver was not employee; jobless benefits denied

A driver who delivered The Beverly (Mass.) Times was not an employee of the newspaper who would be entitled to unemployment benefits, the Massachusetts Division of Employment Security has ruled.

An examiner found that individuals such as the claimant were not employees because they:

- Are free to make deliveries in any designated order best suited to themselves
- May allow others to make deliveries in their place
- Use their own means of transportation for which there is no expense reimbursement
- Receive no benefits or insurance of any kind
- Are free to perform the same service for other publishers
- Are not required to give notice when they are unable to pick up newspapers.

The examiner said the drivers are "free from control and direction" in connection with the services performed. Therefore, he said, the services of such individuals do not constitute employment within the meaning of Massachusetts law. □

Additional arbitration awards

Cleveland Plain Dealer, Guild: Norman R. Prusa sustained the discharge of a part-time editorial department clerk for taking off from work after her request for an unpaid leave of absence had been denied.

Dayton (Ohio) Daily News/Journal Herald, GCIU: John J. Murphy ruled that the pressmen's union has jurisdiction over advertising supplements printed in the company's print shop.

Houston Post, GCIU: Paul Barron found that a discharged employee who had been reinstated was obligated to mitigate potential back-pay damages by actively seeking other work during the period of his discharge.

Philadelphia Inquirer and Daily News, Teamsters: Joseph M. D'Urso ruled that the company had the right to eliminate a 35-year-old delivery accounting system and substitute a commission system for single-copy sales drivers.

San Diego Union and Tribune, Guild: Thomas Christopher found that the company did not discriminate against an advertising department clerk by refusing to promote him to a higher position.

San Diego Union and Tribune, Guild: Edgar A. Jones Jr. ruled that the company did not violate the labor agreement by classifying a circulation department employee as a temporary rather than regular employee.

San Diego Union and Tribune, Guild: Louis M. Zigman upheld the two-day disciplinary suspension of a circulation department district manager for refusing to obey a supervisor's order.

San Jose Mercury News, ITU: Francis Richard Walsh sustained the discharge and permanent bar to re-employment of a printer who used abusive language and threatened physical violence against fellow employees.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

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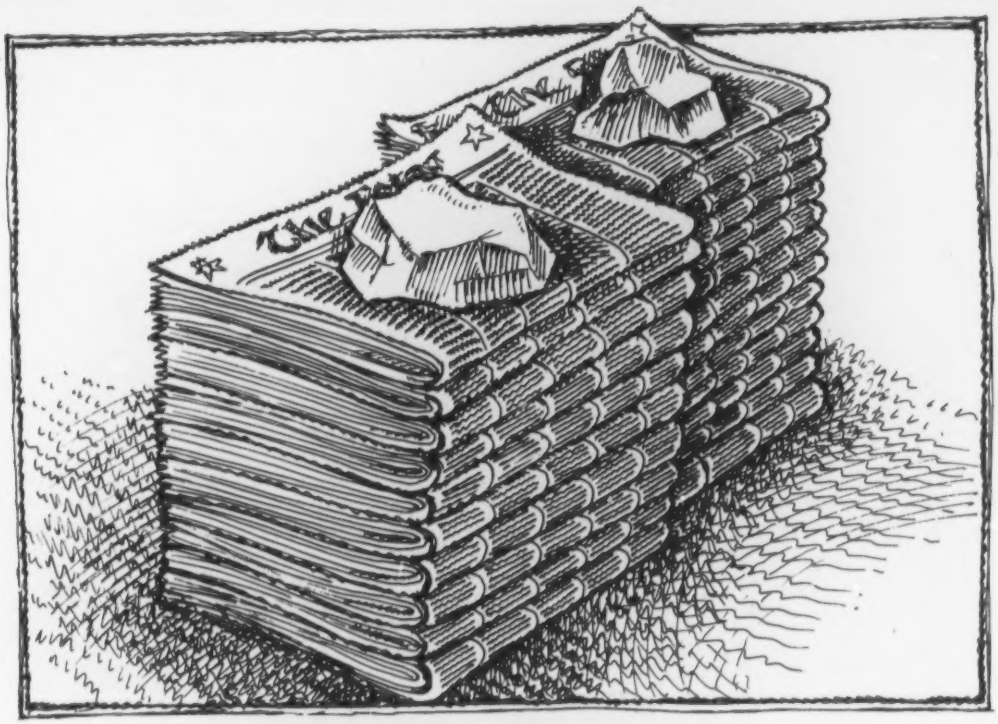

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The former residents of the state hospital were scattered at group homes and centers across the state.

The state "contracted out" with private companies to run the facility or build new ones. In some cases its selections of contractors were highly questionable. According to the *Cincinnati Enquirer*, a public official helped a local company get a $311,360 grant to buy ten group homes. At the same time the official was accepting substantial campaign contributions from the company.

Proponents of "contracting out" public services to private companies say you get more service at less cost.

But the truth is when all the costs are considered, "contracting out" usually ends up costing more, not less.

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Mill projects will add 950,000 tons of capacity

Mill projects scheduled to be completed between this year and 1991 will add about 950,000 metric tons of newsprint capacity in North America, according to a compilation by ANPA's Newsprint and Transportation Department.

In addition, 10 companies are considering other expansion projects, seven of which involve capacity increases that would total about 1.3-million metric tons. Planned capacity for the other three projects has not been disclosed.

Not factored into the 950,000-ton gain through 1991 are scheduled reductions in newsprint capacity totaling 168,000 metric tons.

In Alma, Quebec, Abitibi-Price Inc. plans to convert one 59,000-tons-a-year newsprint machine to other grades of paper this year and another to uncoated groundwood in 1988. MacMillan Bloedel Ltd. will reduce newsprint production by 50,000 tons this year at its Powell River, British Columbia, mill.

The charts below show expansion projects that have been announced, that are under consideration or that are on hold [**pressstime**, Jan. 1983, p. 44]. (The tonnage may not be available in the year indicated for completion.)

Newspaper companies own—or are considering investing in—portions of some of the projects in question. They include:

- Gaspesia Pulp & Paper Co.'s modernization of the Chandler, Quebec, mill that is 51-percent owned by Abitibi-Price Inc. and the rest owned by The New York Times Co. and The Washington Post Co.
- CIP Inc.'s proposed project to yield 225,000 tons in Gold River, British Columbia, in which several U.S. newspapers on the West Coast have expressed interest in participating.
- Great Lakes Forest Products Ltd.'s project on hold at Usk, Wash., which is a joint venture between Great Lakes and Knight-Ridder Inc., Kearns-Tribune Corp. of Salt Lake City, Central Newspapers Inc. of Indianapolis, McClatchy Newspapers of Sacramento and The Copley Press Inc. of La Jolla, Calif. □

Publicly Announced Newsprint Capacity Increases–North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
1987			
CIP Inc.	Gatineau, Quebec[1]	$44	60,000
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario[2]	—	14,000
Kruger Inc.	Corner Brook, Newfoundland[2]	$21	88,750
1988			
Donohue Malbaie Inc.	Clermont, Quebec[1]	$170	140,000
Crown Forest Industries Ltd.	Campbell River, British Columbia[2]	$25	50,000
Kruger Inc.	Corner Brook, Newfoundland[2]	—	124,250
F.F. Soucy Inc.	Riviere-du-Loup, Quebec[2]	—	20,000
1990			
Abitibi-Price Inc. (Gaspesia Pulp & Paper Co.)	Chandler, Quebec[2]	$113	22,000
Southeast Paper Manufacturing Co.	Vicinity of Dublin, Ga.[4]	—	190,500
1991			
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario[3]	$215	240,000

Newsprint Capacity Under Consideration–North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
Abitibi-Price Inc.	Iroquios Falls, Ontario[3]	—	—
British Columbia Forest Products Ltd. (Finlay Forest Industries)	MacKenzie, British Columbia[4]	—	—
CIP Inc.	Gold River, British Columbia[5]	—	225,000
Daishowa Paper Manufacturing Co. Ltd.	Quesnel, British Columbia[4]	—	—
Doman Industries	Nanaimo, British Columbia[5]	—	164,000
Great Lakes Forest Products Ltd.	Dryden, Ontario[3]	$190	175,000
Newsprint South Inc.	Grenada, Mississippi[5]	$300	204,000
F.F. Soucy Inc. (Bear Island Paper Co.)	Ashland, Va.[4]	$175-200	200,000
Unspecified	Southern Texas[5]	$150	192,000
Unspecified	Richmond, Calif.[5]	$186	159,000

Newsprint Capacity On Hold–North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
Great Lakes Forest Products Ltd. (Ponderay Newsprint Co.)	Usk, Wash.[5]	$210	154,000
Kruger Inc.	Trois Rivieres, Quebec[1]	—	100,000
Stora Forest Industries Ltd.	Point Tupper, Nova Scotia[1]	—	—

[1]Net increase, new machine(s) replacing existing one(s)
[2]Speed-up
[3]New machine replacing existing one(s)
[4]New machine(s)
[5]New mill

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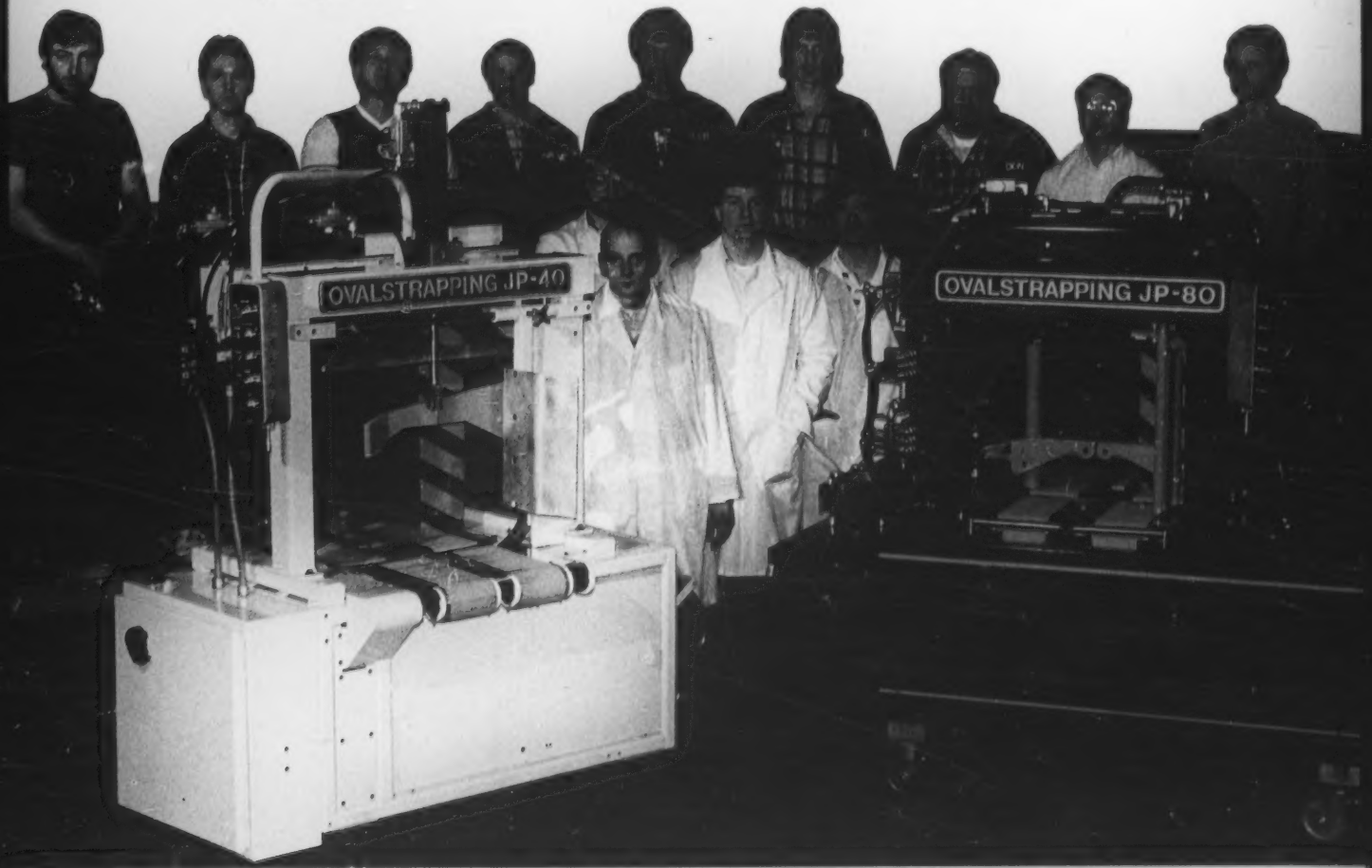

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CPU votes to strike against Abitibi-Price

The Canadian Paperworkers Union broke off negotiations with Abitibi-Price Inc. in May and voted 91 percent in favor of a strike.

The union is seeking a 7.1-percent wage increase in the first year and 8 percent in the second year of a two-year pact.

Talks were scheduled to resume May 25 with the assistance of Canadian government mediators. According to the CPU, the earliest the union could strike would be mid-June because of provincial regulations.

Meanwhile, CPU members at Rothesay Paper Ltd.'s newsprint mill in St. John, New Brunswick, whose contract expired Dec. 31, ratified a three-year agreement.

Workers will receive a 3-percent wage increase in the first year, vacation pay doubled in the second year and a wage increase of 62 cents an hour in the third [**pressstime**, May 1987, p. 116].

Negotiations were scheduled between the Confederation of National Trade Unions and Kruger Inc. at the Brompton-ville, Quebec, mill, where the contract expired May 31.

In the United States, negotiations also were scheduled between the United Paperworkers Union and Inland Empire Paper Co. at the Millwood, Wash., mill, on a contract to replace one that expired May 31. □

More firms announce price hikes

Two more newsprint firms have announced higher newsprint prices for U.S. customers. Donohue Inc. and Kimberly-Clark Corp.'s list prices will increase to $610 per metric ton on July 1 and Aug. 1, respectively.

As of late May, Champion International Corp. was the only major newsprint company in North America that had not announced an increase [**pressstime**, May 1987, p. 116]. □

Earthquake aftermath

Tasman Pulp & Paper Co. Ltd.'s recovery from a March earthquake in New Zealand has been faster than expected. Two of three newsprint machines are running normally at its mill in Kawerau, and the third machine is expected to be operational in July [**pressstime**, April 1987, p. 71]. □

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Consumption continues upward trend

Newsprint consumption by daily newspapers continues to outpace that for all U.S. users combined.

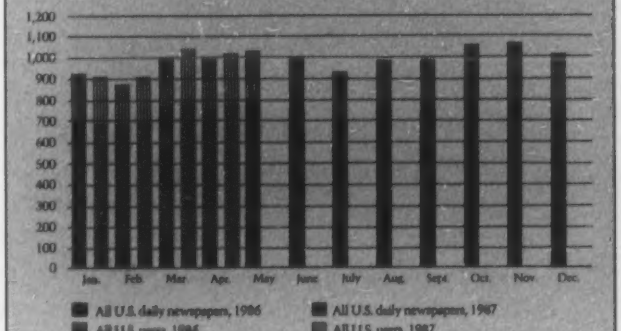
For all U.S. users, consumption was 1.8-percent higher in April than in the same month a year earlier, while U.S. dailies used 3.5-percent more. For the first four months of 1987, consumption was up 1.6 percent for all users and 2.9 percent for daily newspapers compared with the same period of 1986.

At the end of April, stocks of newspapers in ANPA's statistical sample totaled 41 days, down from 43 days a year earlier. North American mill stocks also were down—from 441,902 tons in April 1986 to 367,925 tons.

The mill operating rates in April were 99 percent in Canada and 93 percent in the United States. For the first four months, operating rates for Canada and the United States were 99 percent and 94.8 percent, respectively.

Worldwide shipments from Canadian mills for the first four months of the year were running 7 percent ahead of last year's level.

Estimated newsprint consumption, 1986-1987 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	March 1987(p)	March 1986	% Change
Northeast	200,773	189,499	+5.9
North Central	164,440	157,556	+4.4
South	253,982	248,694	+2.1
West	171,020	165,926	+3.1
Circulation Size			
up to 25,000	58,741	49,844	+17.8
25,001-100,000	161,313	156,291	+3.2
Over 100,000	570,161	555,540	+2.6
March totals	790,215	761,675	+3.7
Three-month totals	2,177,155	2,120,918	+2.7
Region	**April 1987(p)**	**April 1986**	**% Change**
Northeast	198,059	190,773	+3.8
North Central	160,422	157,233	+2.0
South	244,323	235,318	+3.8
West	168,408	162,028	+3.9
Circulation Size			
up to 25,000	60,857	50,480	+20.6
25,001-100,000	157,131	148,937	+5.5
Over 100,000	553,224	545,935	+1.3
April totals	771,212	745,352	+3.5
Four-month totals	2,948,367	2,866,270	+2.9

Estimated consumption of all U.S. users

	1987	1986	% Change
February totals	905,647(r)	880,869	+2.8
March totals	1,031,758	(r)1,003,915	+2.8
April totals	1,017,773(p)	999,777	+1.8
Four-month totals	3,862,945(p)	3,802,516	+1.6

Production

	Canada	U.S.A.	North America
April 1987	807,553	419,474	1,227,027
April 1986	776,559	409,098	1,185,657
Increase	+30,994	+10,376	+41,370
	+4.0%	+2.5%	+3.5%
Four months 1987	3,214,815	1,695,009	4,909,824
Four months 1986	3,021,604	1,666,457	4,688,061
Increase	+193,211	+28,552	+221,763
	+6.4%	+1.7%	+4.7%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
April 1987	594,999	95,271	127,409	817,679
April 1986	582,114	97,638	120,333	800,085
Four months 1987	2,292,335	384,468	492,465	3,169,268
Four months 1986	2,167,603	355,711	439,642	2,962,956
Increase	+124,732	+28,757	+52,823	+206,312
	+5.8%	+8.1%	+12.0%	+7.0%
From U.S. mills				
April 1987	396,571		31,215	427,786
April 1986	394,869		20,450	415,319
Four months 1987	1,590,548		108,361	1,698,909
Four months 1986	1,538,549		91,546	1,630,095
Increase	+51,999		+16,815	+68,814
	+3.4%		+18.4%	+4.2%
From North American mills				
April 1987	991,570	95,271	158,624	1,245,465
April 1986	976,983	97,638	140,783	1,215,404
Four months 1987	3,882,883	384,468	600,826	4,868,177
Four months 1986	3,706,152	355,711	531,188	4,593,051
Increase	+176,731	+28,757	+69,638	+275,126
	+4.8%	+8.1%	+13.1%	+6.0%

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
February 1987	878,590	35	7
February 1986	926,556	39	6
March 1987	874,026	35(r)	6
March 1986	903,602	38	6
April 1987	886,258	36(p)	5(p)
April 1986	889,273	37	6
Canadian mills			
April 1987	322,751	—	—
April 1986	349,045	—	—
U.S. mills			
April 1987	45,174	—	—
April 1986	92,857	—	—

[1]Based on stratified data from newspapers in ANPA statistical sample, figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

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"We don't get bylines like editorial people," observes Brad Martin, a Kansas City technician whose job is to help keep The Associated Press news and photo reports moving to members. "The recognition comes from your co-workers and the members who depend on you."

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AP pioneered the use of modern technology in the news business. It was the first to use computers and video terminals to send news. It was the first to send laser-scanned pictures and the first to own a satellite transponder. Its research and development staff in East Brunswick, N.J., continues work on more "firsts."

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Brad Martin at his home base in the Kansas City bureau.

Bob Daugherty

Large exhibition, full agenda on tap for ANPA/TEC '87 in Las Vegas

ANPA/TEC '87, part scholarly gathering, part technical spectacle, will run June 6-10 at the Las Vegas Convention Center.

The latest in newspaper technology—both in equipment displays and symposium topics—always draws crowds, and this year will be no exception. Peter P. Romano, ANPA director/technical services, projects attendance of about 12,000 based on preregistration of about 6,500 and the sellout of the 6,200 rooms set aside at the 12 ANPA/TEC hotels.

Last-minute hotel information may be obtained from the ANPA Housing Bureau at (702) 383-9100. The bureau can offer suggestions on accommodations at other hotels, although choices will be limited.

On-site registration for ANPA/TEC will be available in the lobby of the convention center's rotunda from 10 a.m. to 5:30 p.m. Saturday and Sunday, June 6-7, and from 8 a.m. to 5:30 p.m. Monday, Tuesday and Wednesday, June 8-10. The $40-registration fee covers admission to all sessions and the equipment exposition, and use of the complimentary shuttle bus service from 10 a.m. to 6 p.m. June 6-7, and 8 a.m. to 6 p.m. June 8-10. Running at 15-minute intervals, buses will link the convention center with all the ANPA/TEC hotels except the Las Vegas Hilton, which is within walking distance.

Hertz is offering special car-rental discounts to attendees. For reservations or information call (800) 654-2200 and tell the agent the rental is in connection with ANPA/TEC '87.

More than 300 exhibitors have contracted for space at the 59th annual trade show, formerly known as the Operations Management Conference & Exposition. Exhibit space is expected to top 310,000 square feet in the East Hall and North Hall of the convention center—the second-largest convention facility in the United States [*presstime*, May 1987, p. 98].

Hours for the exposition are 11 a.m. to 5:30 p.m. June 6-7, and noon to 5:30 p.m. June 8-10.

Preceding the exposition on June 8-10 will be sessions assembled by the ANPA/TEC '87 Arrangements Committee, headed

Program for 59th ANPA Technical Exposition and Conference

Monday, June 8

General Session–9 a.m.-10:45 a.m.

Chairman: **Larry D. Stratton,** executive vice president, operations, Los Angeles Times

Welcoming Address: **Brian L. Greenspun,** president and associate editor, Las Vegas Sun; **Earl Johnson,** general manager, Las Vegas Review-Journal

Address by ANPA Chairman and President George W. Wilson, president, Concord (N.H.) Monitor

Theme: The Market

Speakers

"Editorial–Competing for News," Eugene C. Patterson, chairman and chief executive officer, Times Publishing Co., St. Petersburg

"Advertising–Competing for Advertising," Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York

"Pulling It All Together," Stanton R. Cook, publisher, Chicago Tribune Co.

Three Concurrent Workshops–11 a.m.-12:30 p.m.

- ***Workshop I:*** **Coping with Pagination and New Technology in the Newsroom**

Moderator: **Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.

Panelist: **William H. Stroud,** assistant to the executive editor, The Philadelphia Inquirer; **Gilbert L. Fowler,** professor of journalism, Arkansas State University, Jonesboro, Ark. **Jules S. Tewlow,** director of special projects, Lee Enterprises Inc., New York; **Laura Schwed,** assistant managing editor/graphics, Westchester Rockland Newspapers Inc., White Plains, N.Y.

- ***Workshop II:*** **PC Options and Opportunities**

Moderator: **Wayne T. Patrick,** publisher, The Herald, Rock Hill, S.C.

Panelists: **Edward F. Baer,** director of computer services, Atlanta Journal and Constitution; **C. Morgan Brassell,** project development manager, Los Angeles Times; **Roger F. Fidler,** director of Knight-Ridder Graphics Network, Washington, D.C.

Workshop III: **Printing Inks**

Moderator: **George R. Cashau,** ANPA director/technical research, Reston, Va.

Panelists: **Jerold L. Underwood,** assistant production director, Houston Chronicle; **John T. Moynihan,** ANPA research chemist/technical research, Reston, Va.; **Bruce E. Blom,** assistant technical director, Flint Ink Corp., Ann Arbor, Mich.; **Thomas J. Pendergast,** superintendent press room, Providence Journal-Bulletin

Tuesday, June 9

General Session–9 a.m.-10:45 a.m.

Session Chairman: **Homer E. Taylor Jr.,** vice president/supply, Knight-Ridder Inc., Miami

Presentations: Editor & Publisher Exhibition Awards, Kodak "Run for the Money" International Newspaper Color Reproduction Contest Awards, Delta Air Lines Awards

Theme: The Issues

"Presses–Decision Dilemma," **Eugene Bell,** vice president/operations director, Chicago Tribune

"Ink–Cradle to . . . Grave Issue," **Gene McDavid,** vice president and general manager, The Houston Chronicle

"Kenaf Update," **C.A. (Chuck) Thompson,** vice president, CIP Forest Products Inc., Tarrytown, N.Y.

"Quality–A View from the Top," **Charles R. Blevins,** vice president/production, Gannett Co., Arlington, Va.

"Materials Handling"—Round Table Discussion

Moderator: **Ralph S. Roth,** vice president/technology, Knight-Ridder Inc., Miami

Panelists: **Thomas O. Might,** vice president/production, The Washington Post; **Stephen M. Majoski,** production manager, Times-Colonist, Victoria, British Columbia; **Joseph L. Donth,** vice president operations, Fort Worth Star-Telegram

Four Concurrent Workshops–11 a.m.-12:30 p.m.

- ***Workshop I:*** **Mandatory Drug Testing???**

Strutton

Schwed

Donth

Jenkins

Loker

Sjosten

by Larry D. Strutton, executive vice president/operations of the Los Angeles Times.

General sessions in the Rotunda will begin at 9 a.m. except on June 8, when a multimedia presentation, "Freedom and Information: The Blessings of Liberty," will be presented beginning at 8:45 a.m. It was first shown at ANPA's 100th Anniversary Convention in May in New York City.

Speakers at the general sessions will discuss media competition, materials involved in newspaper printing, the future of electronic graphics, electronic photography and satellite transmission of advertising copy.

Following the general sessions will be workshops from 11 a.m. to 12:30 p.m. in the East Hall meeting rooms. They will be conducted concurrently—four on June 8 and three on each of the next two days.

Topics will include voice recognition and "artificial intelligence," pagination, printing inks, personal computers, press options, graphic-enhancement systems, ad composition, reclamation and disposal of printing products, and drug testing of employees. (See program details below.)

In addition, on June 8, ANPA will offer a college newspaper production symposium: "Computer Systems for Production—Getting One and Keeping It Healthy."

Moderator: **James W. Hopson,** publisher, The Middlesex News, Framingham, Mass.

Panelists: **John Seigenthaler,** chairman, editor and publisher, The Tennessean, Nashville; **J. Michael Walsh,** director of the office of Workplace Initiatives, National Institute on Drug Abuse, Rockville, Md.; **Paul Schrade,** co-chairman, Workers' Rights Committee, American Civil Liberties Union of Southern California, Los Angeles; **Wayne O. Buck, M.D.,** corporate medical director, Los Angeles Times/The Times Mirror Co.

• *Workshop II:* Press Options

Moderator: **Kim Breese,** vice president operations, Dow Jones and Co., Princeton, N.J.

Panelists: **William D. Rinehart,** ANPA vice president/technical, Reston, Va.; **James H. Norris,** vice president operations, Newsday, Long Island, N.Y.; **Sam D. Jenkins,** production director, Lancaster (Pa.) Newspapers Inc.; **John McGann,** editor and publisher, South Bend (Ind.) Tribune, South Bend, Inc.; **Paul R. Gledhill,** director/production, Los Angeles Times

• *Workshop III:* R&D–Reclamation and Disposal

Moderator: **Ralph E. Eary,** national director production and engineering/newspapers, Scripps Howard, Cincinnati

Panelists: **Edmund T. Punk,** director of marketing, Sun Chemical Co., General Printing Ink Division, Graphic Arts Laboratory, Carlstadt, N.J.; **Armando Gonzalez,** chief engineer, Miami Herald; **James D. Hitchman,** vice president production, Ottaway Newspapers Inc., Campbell Hall, N.Y.; **Charles J. Meesow,** director technical services/operational planning, Los Angeles Times

• *Workshop IV:* Guides to Quality Newspaper Reproduction

Moderator: **Charles R. Blevins,** vice president/production, Gannett Co., Arlington, Va.

Panelists: **Charles E. Rinehart,** technical associate, advanced market planning, graphic imaging systems division, Eastman Kodak Co., Rochester; **Sven Ahrenkilde,** assistant to the director, Technical and Educational Center of the Graphic Arts, Rochester Institute of Technology; **William R. Bogert,** vice president/production operations, USA Today, Arlington, Va.

Wednesday, June 10

General Session–9 a.m.-10:45 a.m.

Chairman: **Norman P. Dussesult,** vice president and assistant general manager, Times Publishing Co., St. Petersburg

Theme: The Futures

"AD/SAT Report": Elizabeth St.J. Loker, vice president/planning and advanced systems, The Washington Post

Introduction to Electronic Graphic Systems: Norman P. Dussesult

"Electronics and Photographs at the Chicago Tribune," Jack Corn, director of photography, Chicago Tribune

Electronic Photography: Geren Mortensen, national sales manager/still image systems, new business developments, video communications products, Sony Corp. of America, Lanham, Md.; **Richard J. Sansevera,** national marketing manager, Hell Graphic Systems Inc., Port Washington, N.Y.

Three Concurrent Workshops–11 a.m.-12:30 p.m.

• *Workshop I:* Ad Composition/Ad Tracking

Moderator: **David A. Sjosten,** vice president and general manager, Worcester (Mass.) Telegram and Gazette Inc.

Panelists: **George H. Bailey,** data processing director, Mississippi Publishers Corp., Jackson, Miss.; **Donald H. Patterson Jr.,** vice president and production director, The Virginian-Pilot and The Ledger Star, Virginia Beach; **John Irvin,** operations director, St. Petersburg Times; **Kathleen Hanley,** assistant production manager, Times Journal Co., Springfield, Va.; **Robert R. Rowell,** vice president/operations, Press-Telegram, Long Beach, Calif.

• *Workshop II:* Graphic Enhancement Systems

Moderator: **H. Philip Nesbitt Jr.,** graphics director, The Record, Hackensack, N.J.

Panelists: **David B. Gray,** managing editor/graphics, The Providence Journal and The Evening Bulletin; **Timothy W. Loker,** editorial systems manager, Newsday, Long Island, N.Y.; **Craig D. Wells,** production director, Daily Camera, Boulder, Colo.

• *Workshop III:* Voice Recognition and Artificial Intelligence

Moderator: **James J. Rogers,** business manager and director of production, Oregonian Publishing Co., Portland

Panelists: **Peter V. Pennisi,** director of marketing, Knowledge Systems, Unisys Corp., Blue Bell, Pa.; **Morton S. Balban,** advanced products manager, graphic systems division, Goss Products, Rockwell International, Chicago; **Harry M. McHugh,** marketing and sales director, AT&T Convergent Systems, Columbus, Ohio

And on June 7, for the third straight year, **preastime** will sponsor a Fun Run in connection with the event. It will start and end at the convention center, beginning at 7:30 a.m. Runners, joggers and walkers are invited to sign up between 9 a.m. and 5:30 p.m. June 6 in the Rotunda lobby. Trophies will be awarded to the top finishers in the men's and women's divisions, and all who complete the two-mile course will receive a **preastime** T-shirt commemorating the event and ANPA's 100th anniversary. A continental breakfast will be served to participants. □

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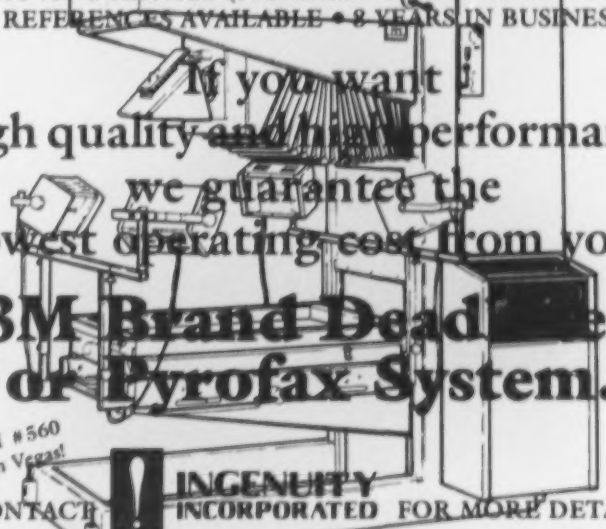

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Press clean-up gives more time for planning

What does a newspaper do with a 26-year old press—originally designed for 60-inch web and stereoplate printing—that looks like it went through World War II but still works like an old Army mule?

For Production Director Gene Rosenberger and his press crew at the Bucks County Courier Times in Levittown, Pa., the answer was to return the presses to an almost new look and therefore get more time to study long-range press options.

The first order of business was to shape up the pressroom. The walls, floors and ceiling were cleaned and painted by an outside firm. Then work started on the presses.

Units were painted one at a time—the reel room section followed by the upstairs portion. The Courier Times publishes every day except Saturday, and painting was done on Friday morning to obtain maximum drying time prior to the next run. On the day before a unit got its fresh coat of paint, the press crew cleaned and sanded it.

"When we originally decided to paint the press, we obtained a few outside bids for the job, and the price curled my hair," Rosenberger said. The press crew directed by Al Farrell, press and plateroom superintendent, volunteered to provide the labor for the paint job.

By doing the job with its own personnel, the newspaper held the cost to less than $300 per unit. Only three and a half hours of overtime were involved in the nine months of refurbishing.

Detergent and water clean the press easily now and in half as much time, Rosenberger said. Potent solvents were found to be unnecessary.

The newspaper also called in George R. Hall Contracting to "tell us what we should do to make our ink train and rollers stop throwing ink and make the workplace safer, cleaner, healthier and less expensive to maintain," Rosenberger said.

The Courier Times is still waiting to see what happens in the press marketplace now occupied by two printing processes—offset and flexography. But it's doing so in a much cleaner and safer atmosphere. □

Editor's note: This story was submitted in response to ANPA Technical Committtee requests for innovative technical ideas. Send submissions to Dawn D. Murphy, Technical Services Department, The Newspaper Center, Reston, Va.

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TECHNOLOGY NOTES

• CText Inc. has acquired **North American marketing rights** for Archetype Inc.'s newspaper pagination equipment, including ADept, a display-advertising makeup terminal that will be introduced at ANPA/TEC '87.

The companies will jointly develop editorial and advertising hardware and software for newspapers.

• Crosfield Data Systems has **curtailed its research and development into "artificial intelligence."**

James D. Salmon, president and chief executive officer, said hardware costs and software maintenance costs "were such that they were unlikely to provide any tangible cost benefit" to the technology's use "in the foreseeable future."

Crosfield Data will devote its resources to other technologies, he said, including the continuing use of personal computers in the company's larger editorial and classified systems.

• A **new reference work,** *The Desktop Publishing System Comparison Charts Book,* offers information on 48 systems. Copies are available for $25 each from Durbin Associates, 3711 Southwood Drive, Easton, Pa. 18042.

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Purchases of pressroom and computer equipment highlight billion-dollar spending plans

Newspapers participating in ANPA's annual survey of capital expenditures spent more than $1.1 billion on new buildings, plant expansions and equipment in 1986, the second time the reporting surpassed the billion-dollar figure.

Respondents also projected expenditures of $1.2 billion for this year. (See charts below.)

All 1,100 plants that print ANPA-member newspapers were sent copies of the survey, but the number of respondents—434—was down from 475 last year [pressstime, June 1986, p. 86]. Year-to-year comparisons should take into account the fluctuating sample of newspapers, said Peter P. Romano, ANPA director/technical services.

In 1986, the 422 U.S. and 12 Canadian responding plants spent $475 million for building expansion and modernization, including additions, land and new facilities. This compared with $363 million in 1985. Projections are for 1987 expenditures of $344 million.

New equipment purchases totaled $661 million in 1986 (virtually unchanged from 1985), and they are projected at $907 million this year.

Expenditures for telecommunications equipment (excluding telephones and radio systems) are declining—from $9 million in 1985 to $6 million in 1986 and a projected $3 million this year.

The survey also revealed:

- The pressroom remains the area of the greatest amount of spending by U.S. and Canadian newspapers. Last year, pressroom expenditures totaled $240 million, up from $227 million a year earlier. And this year, $334 million in pressroom equipment is expected to be purchased.
- Newspapers continue to spend heavily in the post-press production area. In 1986, $97.3 million was spent on mailroom equipment (about the same as the year before), and responding newspapers project expenditures of $115 million this year.
- Expenditures for front-end computer systems for editorial, classified and advertising use also continue to rise. Last year, $100.2 million was spent, up from $88.5 million in 1985. The estimate for 1987 is $173 million.
- Newspapers spent $12.9 million on energy, power and security management systems in 1986. That was nearly three times the amount ($4.5 million) spent in 1985. This year, the total is expected to be $18.6 million.
- There was a steep decrease in the amount spent on new office furniture and office equipment last year—from $40 million in 1985 to $25.6 million. This year, $28.4 million is expected in this category of spending.
- Purchases of commercial and job printing equipment, which some newspapers have used in recent years to generate additional income, have declined sharply in the past two years and apparently will continue. In 1986, U.S. and Canadian newspapers spent $5 million in that category, down from $9.9 million in 1985. For this year, expenditures are projected at $3.7 million.
- Composing room expenditures were $22.2 million in 1985 and $15.7 million in 1986. This year's estimate is $37 million.

The ANPA questionnaire asked newspapers to list expenditures in 22 categories in an attempt to obtain as specific information as posssible. However, newspapers placed a variety of items in the final category—"other"—ranging from mowing equipment to an airplane. □

Chart 1—1987 Estimates

Newspaper Plants Participating[1]	U.S. 422	Canada 12	Totals 434
Plant Expansion and Modernization			
New building	$156,385,161	0	$156,385,161
Addition to existing building and/or satellite building	66,186,454	$ 713,453	66,899,907
Modernization of existing building	71,267,859	2,288,127	73,555,986
Additional land, parking, garage	47,198,640	4,491	47,203,131
Subtotal	$341,038,114	$3,006,071	$344,044,185
Telecommunications	3,080,697	0	3,080,697
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 171,820,267	$ 1,084,142	$172,904,409
Business—accounting, circulation	36,380,309	1,012,672	37,392,981
Personal computers	8,744,548	161,344	8,905,892
Library systems	8,164,752	61,748	8,226,500
Composing room	36,161,707	807,635	36,969,342
Camera—platemaking, editorial photo department	20,927,831	262,260	21,190,091
Color scanners and color separation equipment	16,670,020	166,392	16,836,412
Pressroom	333,235,753	678,518	333,914,271
Mailroom	113,094,355	1,895,958	114,990,313
Newsprint handling and warehouse equipment	23,530,396	544,797	24,075,193
Energy, power and security management systems	18,511,439	45,546	18,556,985
New telephone and radio systems	19,326,208	3,891	19,330,099
Transportation—automobiles and trucks	36,574,549	205,404	36,779,953
New furniture and office equipment	28,323,832	152,004	28,475,836
Newspaper vending machines	8,362,076	999,517	9,361,593
Commercial or job printing equipment	3,509,997	119,760	3,629,757
Other	15,327,757	123,428	15,451,185
Subtotal	$898,665,796	$8,325,016	$906,990,812
Estimated Total Outlays	$1,242,784,607	$11,331,087	$1,254,115,694

[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1986 Expenditures

Newspaper Plants Participating[1]	U.S. 422	Canada 12	Totals 434
Plant Expansion and Modernization			
New building	$186,892,616	0	$196,892,616
Addition to existing building and/or satellite building	144,033,158	$ 323,841	144,356,999
Modernization of existing building	95,194,330	748,421	95,942,751
Additional land, parking, garage	47,233,827	92,104	47,325,931
Subtotal	$473,353,931	$1,164,366	$474,518,297
Telecommunications	5,991,512	4,491	5,996,003
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 98,203,540	$ 2,022,058	$100,225,598
Business—accounting, circulation	32,369,918	615,054	32,984,972
Personal computers	7,234,565	149,695	7,384,260
Library systems	5,114,324	96,893	5,212,217
Composing room	15,508,411	240,550	15,748,961
Camera—platemaking, editorial photo department	17,951,355	1,141,299	19,092,654
Color scanners and color separation equipment	12,319,569	243,810	12,563,379
Pressroom	238,600,097	1,384,939	239,985,036
Mailroom	96,944,486	337,644	97,282,130
Newsprint handling and warehouse equipment	18,284,381	1,001,641	19,286,022
Energy, power and security management systems	12,869,319	48,041	12,917,360
New telephone and radio systems	12,897,954	16,288	12,914,242
Transportation—automobiles and trucks	32,123,362	466,033	32,589,395
New furniture and office equipment	25,160,578	473,690	25,634,268
Newspaper vending machines	8,737,384	490,667	9,228,051
Commercial or job printing equipment	4,929,605	123,503	5,053,108
Other	12,796,756	18,864	12,815,620
Subtotal	$652,045,604	$8,870,669	$660,917,273
Total Outlays	$1,131,391,047	$10,039,526	$1,141,431,573

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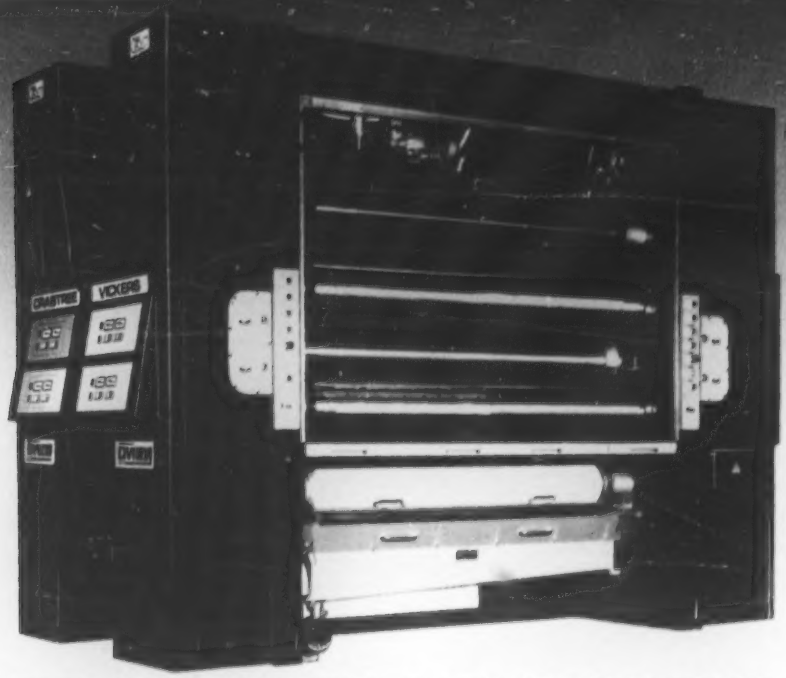

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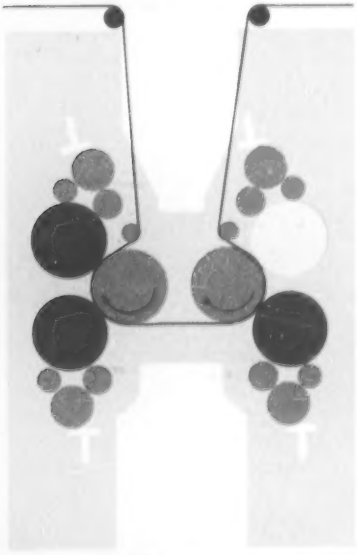

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Hints on what to do, and what not to do, can help newspapers in planning new facilities

Newspapers are in a building boom these days, replacing their cramped, antiquated plants with larger, more efficient facilities.

As executives of such newspapers soon discover, plant expansion presents an array of challenges, from maintaining certain temperature and humidity levels for newsprint to planning for future growth [**presstime**, Feb. 1987, p. 8].

William D. Rinehart, ANPA vice president/technical, said ANPA has compiled a list of suggestions regarding newspaper plant design and construction. The information also may prove useful to newspapers with no current plans to leave existing plants, he said.

Following are the pointers on what to do and what not to do:

Newsprint and preprint storage areas

These areas should be heated to at least 60 degrees Fahrenheit. It takes weeks for heat to penetrate to the center of cold newsprint rolls, and below-temperature rolls are a disaster to run on the press.

There's little to be gained by adding humidity to a newsprint storage room, however, because moisture will not penetrate the wrapped rolls.

(Humidifiers are recommended for the pressroom and mailroom, however, because unwrapped paper benefits from moisture in the air.)

Sprinklers are strongly recommended. It is important that the sprinkler lines and heads are installed as high as possible, tight to the ceiling, to avoid knocking off the sprinkler heads when fork lifts are in use. During construction, a check should be made to ensure that plumbers are doing the job properly.

Storage rooms with sprinklers should be crisscrossed with multiple drains. They can be topped with perforated, iron covers. The pattern of the drains can be such that a sprinkler is at the center of the crisscross. The purpose of the drains, of course, is to protect the stored materials except in an area of a discharging sprinker.

If possible, the storage area should be designed with smoke- and heat-release doors located in the roof. These look like old-fashioned, exterior doors to a cellar. They spring open when heat of a fire melts low-temperature spring links and thus reduce the heat of the fire and the chance of its spreading.

Sprinklers should be connected to an automatic calling system so that once they are activated, the nearest fire department would be alerted.

Press and post-press

Always plan for expansion. The new plant should be configured so that the pressroom, mailroom and loading dock can be expanded someday without disrupting everyday operations.

Expansion plans should be such that no original structural columns, plumbing, electrical, duct work, etc., would require relocation to permit expansion. It also is advisable to build the original structure with bolted exterior wall sections in the pressroom and mailroom. These sections can be easily removed to permit the movement of large equipment in or out of the building. They also can be reassembled to form the outside wall of an expanded facility.

The future expansion of the press also should be taken into account. An expanded foundation can be provided in the initial construction, or the exterior end of the foundation can be of a "step-down" design, whereby a "step" joint can lock an expanded foundation to the existing foundation.

Unwrapped paper can lose or gain moisture in seconds. The pressroom and mailroom area heating systems should be designed so that a relative humidity of at least 45 percent can be maintained. Dry air results in abnormal problems with pressroom and mailroom eqipment.

Other considerations

Careful consideration should be given to fire hazards plant-wide.

It is recommended that computer areas be protected with a Halon fire-extinguishing system.

To facilitate movement of firefighting equipment, double doors should be provided from hallways into all production work areas. In some areas, large roll-up fire doors can be installed.

Newsprint and even presses burn. Replacement newsprint is almost always quickly available; presses, however, are not. Consequently, it is best that newsprint not be stored in proximity to presses. If newsprint rolls are kept in an adjacent location, the room should be equipped with heat-release fire doors to isolate it from the pressroom in the event of a fire.

It can be advantageous to build a small, separate building to store waste matter or other material that could be considered flammable or hazardous. Such a building usually does not need heat or light.

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along a track should be designed carefully, so that the rolls, when turning, won't hit building or press columns.

If the facility is to be located in an adverse weather area, an under-surface pipe system of glycol-based heaters can be installed to keep truck areas clear of ice and snow.

Steps should be taken to accommodate a satellite dish. If it's going to be placed on the roof, a steel platform should be provided with 110-volt power connections beneath and a conduit to carry cables from the dish into the plant.

Newsrooms are always subject to change of equipment—telephones, VDTs, picture receivers, etc. Consequently, it makes sense to design this area with a floor that is elevated 6 to 12 inches and has removable squares. This facilitates hooking up electronic equipment and eliminates cords on the floor.

If economically feasible, two separate power feeds should be provided from the electric utility. This is to try to avoid blackouts caused externally. □

Labor, technology issues get Las Vegas forum

The fifth annual ANPA Labor Relations and Technology Seminar June 5-6 in Las Vegas has attracted more than 40 registrants, a sizable increase over the 24 who attended the 1986 meeting. The seminar is held in conjunction with ANPA's annual trade show, ANPA/TEC '87.

During the two-day session, newspaper executives will examine a number of issues, including the impact of technology on production personnel and on white-collar workers, ergonomics, pagination work assignments, and jurisdictional disputes.

For more information, contact Mary Sepucha of the Association's Human Resources Department at The Newspaper Center, Reston, Va. □

Ferag makes rebate to Philadelphia dailies

An agreement reached between Philadelphia Newspapers Inc. and Ferag Inc. provides for a partial rebate on an $18-million installation of inserting equipment in the mailroom of The Philadelphia Inquirer and Philadelphia Daily News.

The amount of the rebate was not disclosed.

The inserting equipment did not meet PNI's expectations in handling 128-page newspapers [**presstime**, April 1987, p. 64]. □

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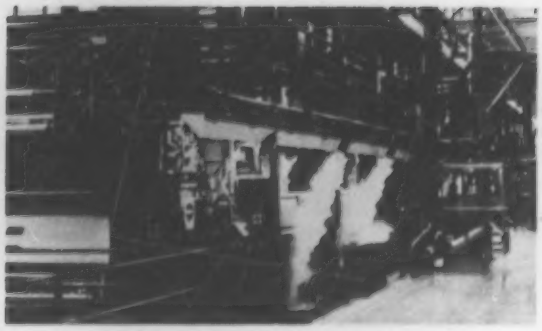

This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

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There are a number of areas in printing plants which are potential sources of fire, such as ink and paper storage areas, composing rooms and the bindery. But perhaps nowhere else in the printing plant is the potential for fire greater, and the result more crippling, than in the pressroom, the heart of the newspaper operation.

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Transportation

Rail strike possible in Canada

A Canadian railroad strike could occur this month if negotiations over a new two-year labor agreement are unsuccessful.

Railroad employees in Canada have worked without contracts since Dec. 31. Talks in late May were in a conciliation stage involving a Canadian government labor-relations officer.

Canadian National Railways and Canadian Pacific Rail have asked for a 5-percent rollback in the wages of hourly and clerical workers, retroactive to Jan. 1.

They also want employees to contribute 50 percent of the cost of health and certain other benefit plans now funded entirely by the railroads. □

ICC approves boxcar plan

The Interstate Commerce Commission has approved an arrangement to make railroad boxcars more easily available for shipping pulp and paper. The ruling took effect in May, and mills should have access to the new system by mid-June.

The ICC ruling will allow a central management company to coordinate use of boxcars that might otherwise make return trips empty. Most of these cars in question are specially designed for shipping pulp and paper. □

Conrail stock goes on sale

Nearly 59 million shares of Conrail stock have gone on sale, with the price in late May about $32.40 per share.

The offering is expected to raise $1.65 billion for the government's 85-percent share in Conrail. Current and former employees own the remaining 15 percent [*pressstime*, April 1987, p. 70]. □

Claims guide available

A "Telephone Claims Guide" that can be used as an aid in processing loss and damage claims for freight moved by truck is available through the National Freight Claim & Security Council of the American Trucking Associations.

Cost is $15 for orders of one to five copies. Write the council at 2200 Mill Road, Alexandria, Va. 22314. □

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Hearst pays more for Houston Chronicle; Cowles enters Southwest

The Hearst Corp. completed its acquisition of the Houston Chronicle by agreeing to pay an additional $15 million in promissory notes. The agreement brings the total purchase price to $115 million in notes and $300 million in cash.

Hearst also agreed to raise the interest on the notes from 5 percent to 7 percent, following negotiations with Texas Attorney General Jim A. Mattox, who had authority to review purchase of the Chronicle from the Houston Endowment, one of the largest charitable foundations in Texas.

If Mattox had not approved of the sale, he could have filed suit to stop it because the state regulates charitable trusts.

William Dean Singleton, owner of the Dallas Times Herald and other newspapers, had said the endowment had rejected his higher cash bids of $500 million and $415 million [**prestime**, April 1987, p. 75].

According to the president of the Houston Endowment, J.H. Creekmore, the letter of intent to sell to Hearst for $400 million already had been signed when Singleton's $415-million bid came in. He also called Hearst's the "highest credible offer at that time."

At Hearst, President and Chief Executive Officer Frank A. Bennack Jr. said, "We believe our original offer was full and fair. . . . We agreed to the increase . . . so that this purchase can be completed without further delay and upon a basis which satisfies everyone involved."

BUSINESS ROUND-UP

In other recent business developments of concern to newspapers:

• **Cowles Media Co.** of Minneapolis expanded into the Southwest by agreeing to purchase the Scottsdale (Ariz.) Progress (evening, circulation 20,600) from the Jonathan Marshall family. Terms of the sale were not disclosed. Scottsdale is an affluent suburb of Phoenix.

• **Knight-Ridder Inc.** sold three small Mississippi papers, two dailies and one weekly, to Morris Newspapers Corp. of Savannah, Ga., for an undisclosed price. The dailies are the Daily Times-Leader of West Point (evening, 4,284) and the Starkville Daily News (morning, 8,314). They and the weekly Webster Progress-Times of Eupora were part of Knight-Ridder's acquisition last year of the State-Record Co. of Columbia, S.C.

• The estate of the late **Samuel I. Newhouse** is seeking to settle its $600-million estate tax dispute with the Internal Revenue Service by the fall, following the IRS' withdrawal of its demand for a civil fraud penalty.

• **Le Matin,** which entered the crowded Montreal market as the city's fifth daily last February, shut down in April after publishing 38 issues. Circulation was less than 20,000, far below the owners' expectations. □

Sunday circulation figures changed

Preliminary figures on Sunday newspaper circulation in ANPA's "Facts About Newspapers '87" were incorrect. The final total of 1986 Sunday newspaper circulation is 58,924,518, not the 61,515,214 reported on page 3 of the report.

Editor & Publisher Co., which provided the figures, attributed the discrepancy to several instances of duplicative circulation figures submitted by two or more newspapers that share a single Sunday edition. Its 1987 yearbook contains the final, corrected figures.

The revised figure means that Sunday circulation rose over the previous year by 98,540 copies, or .17 percent, rather than almost 2.7 million, or 4.6 percent, as previously reported [**prestime**, May 1987, p. 124]. □

Recent acquisitions

Dirk Ippen of West Germany acquired full ownership of the Eagle Times, Claremont, N.H., daily circulation 10,023, from Ursula Ingersoll of Lakeville, Conn.

The family of John Costello Sr. of Lowell, Mass., acquired 100-percent ownership of The Lowell Sun, daily circulation 55,247.

Sotex Newspapers Inc., an affiliate of MediaNews Group of Dallas, acquired majority ownership of Sun Publishing Corp. of Hobbs, N.M., publisher of the Hobbs Daily News-Sun, circulation 9,974.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the Worthington (Minn.) Daily Globe, circulation 15,281, from Midwest Newspapers Inc. of Ames, Iowa.

Mid-Iowan Newspaper Group Inc. of Charles City, Iowa, acquired the Charles City Press, daily circulation 3,646, from Mid-America Publishing Corp. of Des Moines. □

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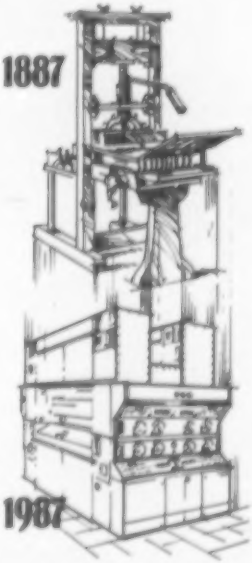
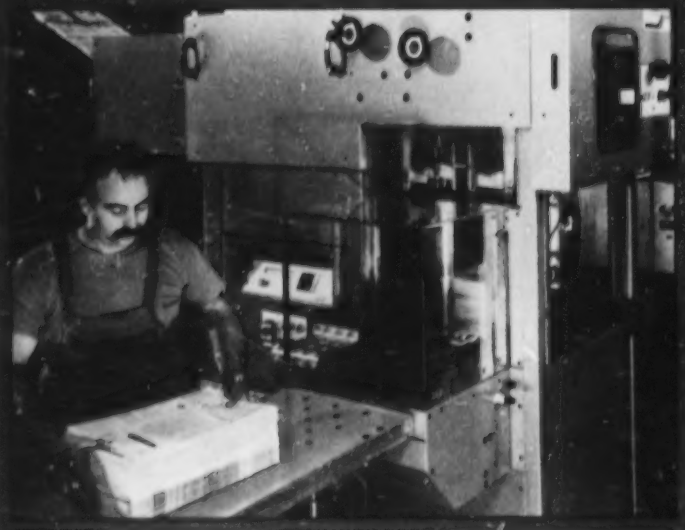
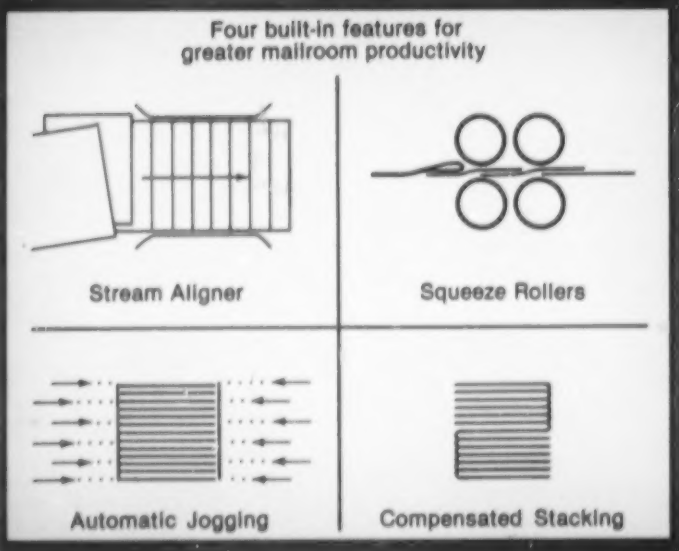
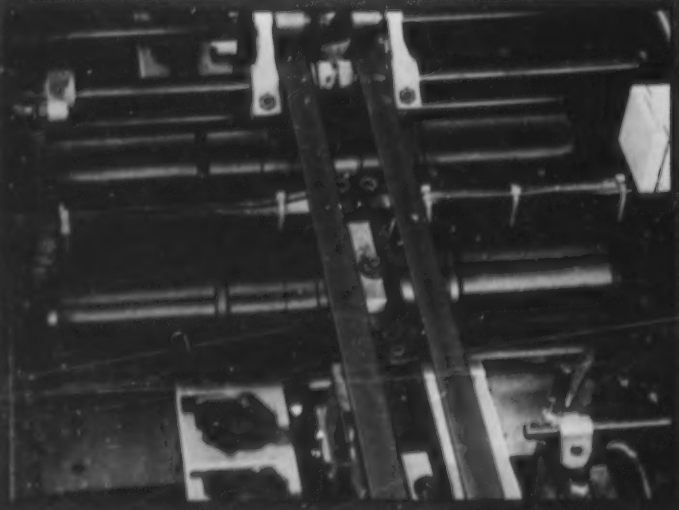

1987

Mailroom Supervisor's Dream







If you now have more than one person at your stacker delivery, take a good look at the Muller Martini PrintStack CN-70.

The CN-70 complementing press speed Stacker handles a wide range of products, including newspapers, preprinted sections, inserts and commercial work.

If you wrote your own mailroom stacker "wish" list, it would probably include everything that makes the CN-70 so special:

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Analysts get positive forecasts for newspapers

Newspaper executives and analysts alike are optimistic about the earnings potential of newspaper companies through 1987, despite rough spots in markets with ailing local economies.

And the prognosis for 1988 is as good or better, according to newspaper executives addressing the 16th annual Morton Forum, in New York City May 7-8 immediately after the ANPA Convention.

Executives of the 15 publicly held newspaper companies tracked by analyst John Morton and his Morton Research team at the firm Lynch, Jones & Ryan in Washington, D.C., made presentations to about 100 analysts and institutional investors.

The forum and meetings such as PaineWebber Group Inc.'s annual Outlook for the Media conference help the financial world assess what the future holds for newspapers financially and gives analysts a chance for a personal exchange with the management of newspaper companies whose stock is publicly traded.

Recurrent questions from the floor concerned the impact of newsprint price hikes, the Florida ad tax (see story, p. 82), and current softness in national advertising.

Newspaper stock analysts also were interested in acquisition strategies, capital investment plans and ad rate and circulation price increases.

The current year "will be another good year, although we don't expect spectacular gains as last year," said William O. Taylor, chairman of Affiliated Publications Inc. and publisher of The Boston Globe. Like many other companies, Affiliated cited some circulation erosion. But it said the trend should be reversed through improved color, more promotion and new sections.

For The Times Mirror Co., executives gave an assessment that, in its emphasis on the different economic climates around the country, was typical of those of several other companies with scattered newspaper properties. This year should be "splendid" for the Los Angeles Times, said Times Publisher Tom Johnson.

And Eastern Times Mirror newspapers should have strong gains based on the "unusual prosperity" in their markets, said Group Vice President Peter C. Goldmark Jr. But The Denver Post has "a mixed outlook, at best," Johnson said, with advertising "very sluggish" because of a lackluster local economy.

On the acquisition front, executives of many companies said they are looking for newspapers to buy but are finding the prices beyond what they're willing to pay, prompting one analyst to ask whether prices are "so high as to be prohibitive."

Walter E. Mattson, president of The New York Times Co., said, "In recent months, we went after two newspapers. We stood up at the plate and took a mighty swing and missed the ball altogether. Prices are very high indeed."

Undaunted, Gannett Co. is eyeing newspapers with more than 20,000 circulation. "There are about 230 left that Gannett can acquire, so we think there's plenty of room," said Douglas H. McCorkindale, vice chairman and chief financial officer. □

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Speeches

Gary L. Watson

Alejandro Miro Quesada Garland

William E. Brock

Harold Wolfe

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Strategic Planning and Newspapers
ANPA Chairman and President George W. Wilson, president, Concord (N.H.) Monitor. International Newspaper Financial Executives spring conference, Marco Island, Fla., May 11

The Future of Newspapers—Changes and Choices
Allen H. Neuharth, chairman, Gannett Co., Arlington, Va. Downtown Atlanta Rotary Club meeting, March 16

1986: A Year to Remember for Times Mirror
Robert F. Erburd, chairman and chief executive officer, The Times Mirror Co. Annual shareholders meeting, Los Angeles, April 29

Major Challenges for Newspapers in the 1990s
Gary L. Watson, president/Community Newspaper Division, Gannett Co., Arlington, Va. The Poynter Institute Management Development Seminar, St. Petersburg, Feb. 8

The Economics of Newspapers: What Is Happening and What It Means
Michael G. Gartner, editor, The Courier-Journal, Louisville. The Changing Economics of News conference sponsored by the Gannett Center for Media Studies, New York City, April 28

How the Abuse of Press Freedom Threatens Human Rights
Alejandro Miro Quesada Garland, president, Inter American Press Association, and president, El Comercio, Lima, Peru. Statement before the United Nations Commission on Human Rights, Geneva, March 4

Low-paying Service Work Is a Myth
U.S. Secretary of Labor William E. Brock. National Press Club luncheon, Washington, D.C., March 5. (Or see May 1, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Mount Pleasant, S.C. 29464.)

Fortune and Misfortune in the Agency Business
Leonard S. Matthews, president, American Association of Advertising Agencies. AAAA annual meeting, Boca Raton, Fla., March 25-28

A Canadian Newsprint Company in an International Arena
Bernd K. Koken, chairman and chief executive officer, Abitibi-Price Inc., Toronto. Annual shareholders meeting, Toronto, April 27

From the Newspaper Purchasing Management Association annual conference, Baltimore, April 12-15:

Professional Development of Management and Staff
Dennis J. Fox, general services manager, The Seattle Times

Capital Spending
Kari Lopez, puchasing agent, St. Petersburg Times

A Newsprint Forecast
Harold Wolfe, office manager, The Blade, Toledo

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ANPA Calendar

JUNE

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni Georgetown Hotel, Washington, D.C., June 1-3

ANPA Labor Relations and Technology Seminar
Las Vegas Convention Center, Las Vegas, June 5-6

ANPA/TEC '87
Las Vegas Convention Center, June 6-10

ANPA Executive Committee meeting
Las Vegas Convention Center, June 8

Strategic Planning Seminar sponsored by ANPA and the International Newspaper Marketing Association
The Houstonian, Houston, June 14-18

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., June 22-26

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 6-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., July 20-24

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
San Antonio, July 31

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 3-7

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 17-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 25

Libel Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Westin Hotel, Denver, Aug. 27-28

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

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References

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Seattle Times/Post Intelligencer
Arizona Republic and Gazette
Kansas City Star & Times
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Orange County Register
Buffalo News
The Austin American Statesman
Denver Post
Rocky Mountain News
Edmonton (Canada) Journal
St. Petersburg Times
Atlanta Journal and Constitution
The Miami Herald
The Orlando Sentinel
The Daily Oklahoman
Providence Journal
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Wilson names committee leaders

Newly elected ANPA Chairman and President George W. Wilson of the Concord (N.H.) Monitor has appointed the leadership of the Association's standing and special committees for one-year terms. Chairmen and vice chairmen, respectively, are:

***ANPA/TEC '88 Arrangements**—Homer Taylor, Knight-Ridder Inc., Miami; Eugene Bell, Chicago Tribune Co.

Circulation and Readership—John R. Harrison, The New York Times Co.; Antonio Luis Ferre, El Nuevo Dia, San Juan, Puerto Rico

Convention Arrangements—John J. Curley, Gannett Co., Arlington, Va.; Charles T. Brumback, Chicago Tribune Co.

Government Affairs—Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.; Ray Shaw, Dow Jones & Co., New York

Human Resources—Joseph F. Barletta Jr., Freedom Newspapers, Irvine, Calif.; Madelyn P. Jennings, Gannett Co., Arlington, Va.

Taylor | Harrison | Curley | Rowe | Barletta

Darrow | Mooney | Hardy | Osborne | McDavid

Johnson | Martz | Bennack | Montgomery | Estlow

Erburu | Wilson | Schermer | Chapman | Falk

Legal Affairs—Katharine P. Darrow, The New York Times Co.; James D. Spaniolo, Detroit Free Press

Newsprint—James M. Moroney Jr., A.H. Belo Corp.; Michael E. Ryan, The New York Times Co.

Postal—Sandra C. Hardy, Calkins Newspapers, Levittown, Pa.; Gregg K. Jones, The Greeneville (Tenn.) Sun

prosstime Advisory—Burl Osborne, The Dallas Morning News; Tom J. Hardin, Alexandria (La.) Daily Town Talk

Technical—Gene McDavid, Houston Chronicle; Joe Hladky, The Gazette Co., Cedar Rapids, Iowa

Telecommunications—Robert M. Johnson, Newsday, Long Island, N.Y.; Thomas Pace, Dow Jones & Co., Princeton, N.J.

Diversity Task Force—Uzal H. Martz Jr., Pottsville (Pa.) Republican

Dues and Fees Study Group—Frank A. Bennack Jr., The Hearst Corp., New York

Membership—John G. Montgomery, Montgomery Publications Inc., Junction City, Kan.

Audit—Edward W. Estlow, Scripps Howard, Denver

Employee Pension Plan Trustees—Robert F. Erburu, The Times Mirror Co., Los Angeles

Executive—George W. Wilson, Concord Monitor

Membership Survey Task Force—Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa

Nominating—Alvah H. Chapman Jr., Knight-Ridder Inc., Miami

ANPA chairmen or vice chairmen on panels operated jointly with other associations are:

ANPA/American Bar Association Task Force—Katharine P. Darrow, co-chairman

ANPA/Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee—Edward W. Estlow, chairman

Joint Standing Committee of ANPA/Canadian Pulp and Paper Association Technical Section—Gene Falk, San Jose Mercury News, vice chairman

*Appointments take effect following ANPA/TEC '87 June 6-10 in Las Vegas. All other appointments took effect May 6 at the end of the New York City Convention.

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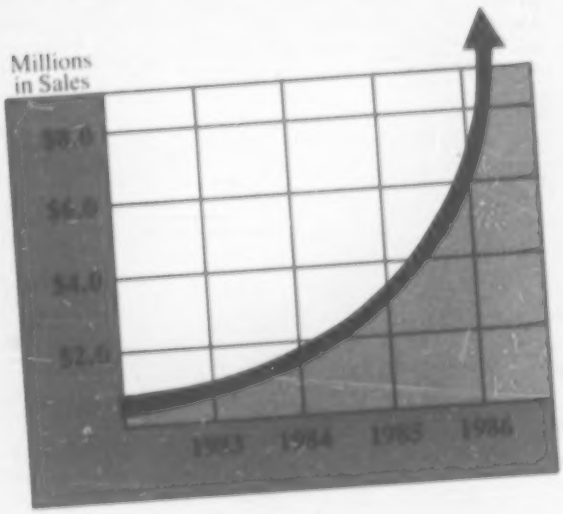

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ANPA *News*

Stark promoted; five others named ANPA and Foundation managers

ANPA Foundation has named a new assistant director and three new department managers, and ANPA has named two new department managers.

At the Foundation, Rosalind G. Stark was appointed assistant director. Stark joined the Foundation in 1984 as publications editor and will continue to be in charge of publications. She replaced Linda B. Skover, who resigned to pursue a graduate degree.

Betty Sullivan has joined the Foundation as manager/Newspaper in Education. Formerly curriculum services manager of USA Today, she received a master's degree from Columbia University Teachers College and bachelor's and master's degrees from the University of Mississippi.

Terri Dickerson-Jones, formerly minority projects coordinator, was named manager/minority affairs. And Carolyn Ebel Chandler, formerly literacy project coordinator, was named manager/literacy programs.

Michael J. Genick will become ANPA manager/meetings and services July 1. Currently manager of membership services, Genick joined ANPA in 1966.

Genick will be assisted by Priscilla C. Shingleton, who was named meetings planner. Shingleton, an ANPA staff member since 1972, has worked on ANPA Convention arrangements in the office of Thomas C. Fichter, ANPA senior vice president.

Also effective July 1, Steven M. Smith will become ANPA manager/membership development. Smith joined ANPA in 1982 and currently is a member of the Association's environmental services staff. □

Rosalind G. Stark

Betty Sullivan

Terri Dickerson-Jones

Carolyn Ebel Chandler

Michael J. Genick

Steven M. Smith

Brumback elected Foundation chairman

Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co., was elected chairman and president of ANPA Foundation at a May 6 meeting of the Foundation's Board of Trustees.

Sandra C. Hardy, vice president of Calkins Newspapers of Levittown, Pa., was elected vice chairman.

They will serve for one year.

ANPA's two newly elected directors were elected as trustees for two-year terms; two other directors were re-elected as trustees for additional two-year terms, and ANPA's four new officers were re-elected to one-year terms as trustees. The terms of 13 directors/trustees did not expire. In addition, ANPA's immediate past chairman and president, Alvah H. Chapman Jr., will serve a one-year term as a trustee. □

Charles T. Brumback

New member

SHOSHONE COUNTY
NEWS-PRESS

Kellogg, Idaho (circulation 5,600). Richard Budvarson, publisher.

"As journalists we have to be responsible to our communities and readers. As a photojournalist I have something important to communicate. People still believe the camera tells the truth, no matter how unpleasant. If I can make the reader embrace the subjects and feel with them, then attitudes and biases can change."

David Peterson

GANNETT

over-set

Press manning gets a new look at Chicago Tribune

Cathy Cline selected April 1 as the day to assemble the Chicago Tribune's first all-women press crews, but she views the endeavor as much more than a lark.

Cline (right in photo at right, with press operator Pam Smith), a pressroom crew supervisor, organized nine women for the morning shift, which printed the Tempo and classified sections, and seven women who printed 112,000 newspapers for the next morning's "five-star final."

"The idea began as a fun thing, really, but I also thought it would be a good way to remind the gals they can do anything the guys can," says Cline. "It was also a way to give the gals a sense of togetherness."

She says she received a great deal of support from production managers at the newspaper as well as from other pressroom employees, male and female.

The idea of an all-woman crew occurred to Cline about eight years ago when she began her pressroom career at the St. Petersburg Times. However, there weren't enough women there to make it a reality, she says.

Things were different when Cline moved to the Tribune about a year ago and became the newspaper's first female crew supervisor. She found women in a variety of pressroom jobs, many of whom had been hired as replacements for striking pressmen. She normally supervises two women on her crew and invited women, including two other supervisors, from other shifts to join together on April Fools' Day.

The women wore blue T-shirts that read "April 1, 1987, ALL WOMAN press crew," and several whimsically tied pink ribbons to the presses and wore pink ribbons in their hair.

The project was such a success Cline plans to make it an annual event. "I wish things went that smoothly every day," she adds.

These two newspaper carriers were a mite upset by state's age limitation

Jennifer Urekew, 8, and Alicia Bail, 9, were miffed when they were dropped as newspaper carriers, and they told the Massachusetts House Committee on Commerce and Labor they thought they'd been wronged.

The girls had to stop delivering The Holyoke Transcript-Telegram after the state Department of Labor began enforcing a 1913 state law against hiring anyone under age 12.

After the girls' testimony April 22 (Jennifer is speaking in photo below), two legislators introduced bills to lower the allowable working age to 10 and to "grandfather" carriers working prior to 1987.

Urekew's route consisted of nine elderly customers. "It's easy," she says. Picking up her papers in mid-afternoon, she completes deliveries in 20 minutes.

Alicia Bail handled a 50-paper route in Chicopee. She also says it is a snap; the route is in an apartment building next door to her home.

Francis J. Smith, Transcript-Telegram circulation director, says someone apparently filed a complaint with the state. Smith, who says he was unaware of the law, had to dismiss 128 young carriers.

Newspaper numbers

20,236—number of people who have participated in American Press Institute seminars from its inception in 1946 through the end of May.

22—median number of headlines written per day by a copy editor on a normal work shift, according to a survey this year at an API News Editors and Copy Desk Chiefs Seminar.

33,901—number of members of The Newspaper Guild—an all-time high—recorded in the fiscal year ending March 31.

6,262—average circulation of a U.S. weekly newspaper in 1987.

In the media Americans trust

Americans trust the media on this side of the Atlantic significantly more than citizens of major European nations trust theirs.

A series of polls was conducted in April by Louis Harris International in five countries, asking about peoples' confidence in various national institutions.

Sixty-nine percent of Americans expressed confidence in the media, compared with about 47 percent in Spain and France, and 40 percent in Britain and West Germany.

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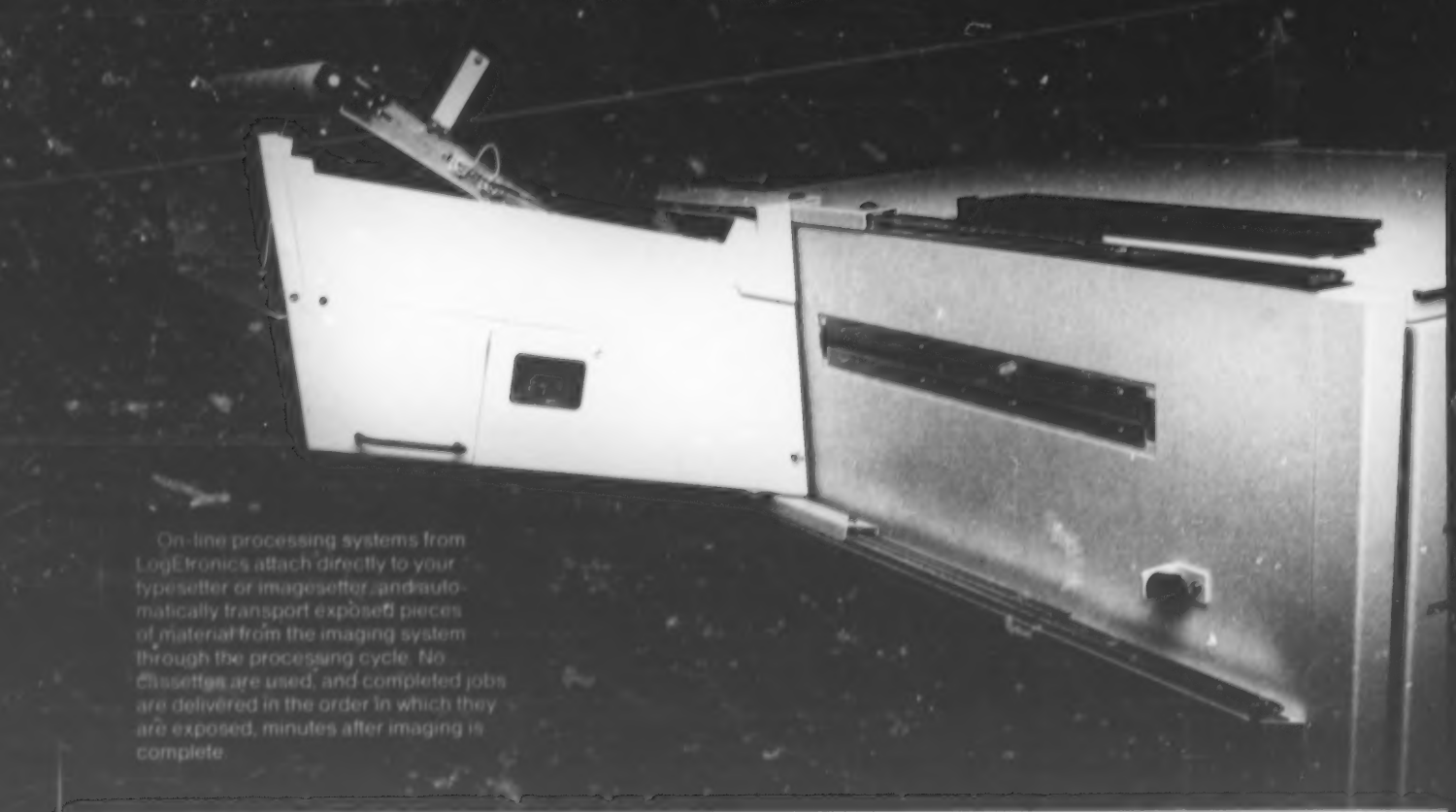

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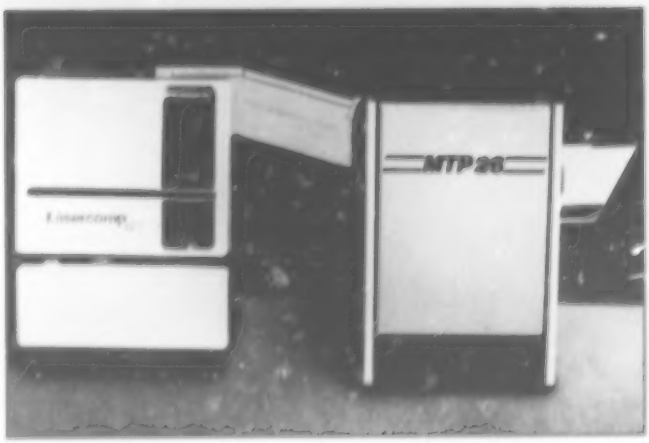

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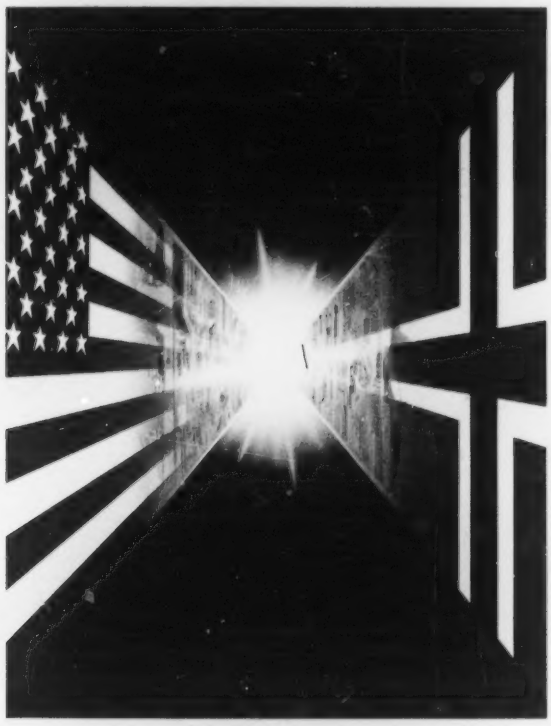

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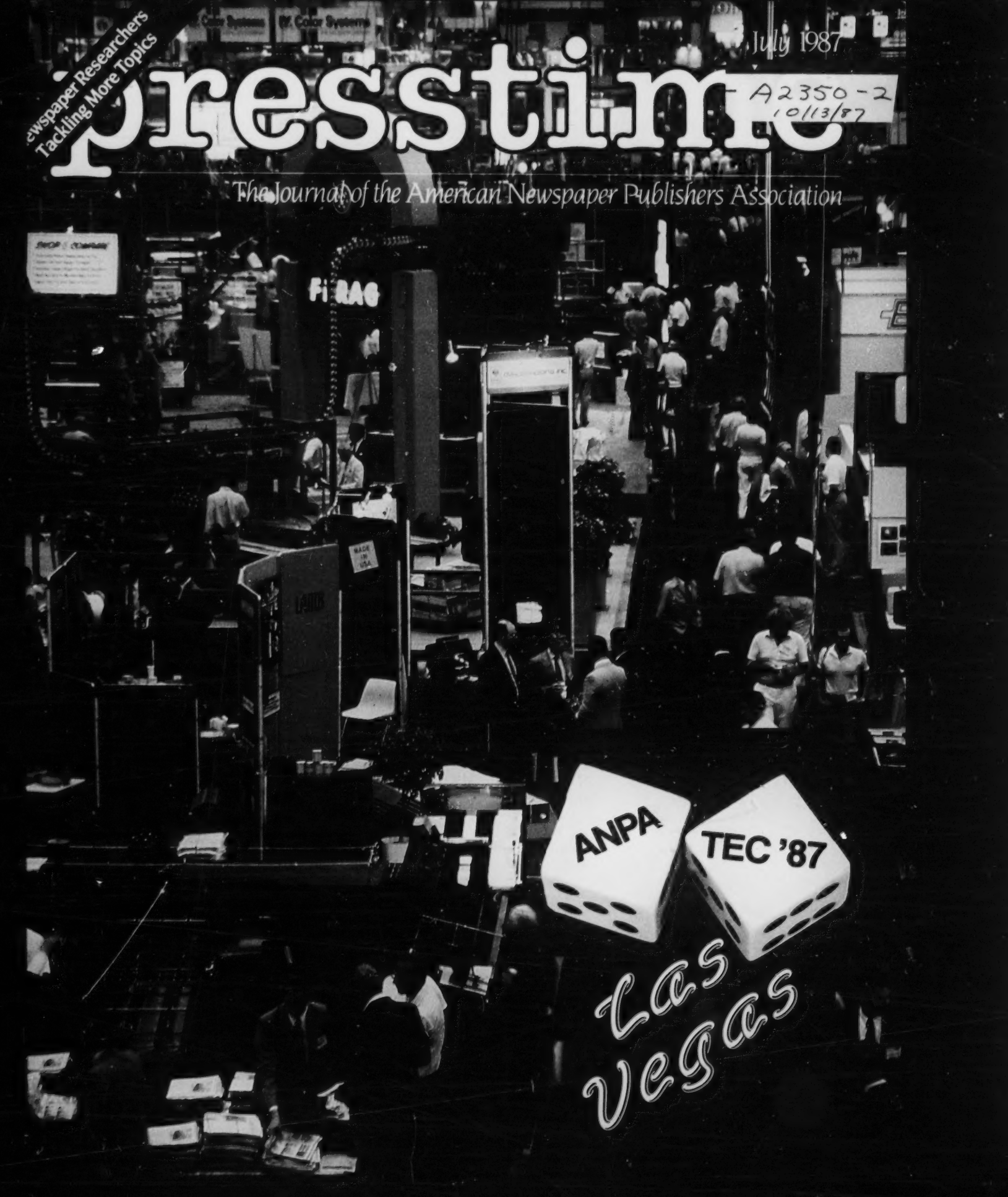
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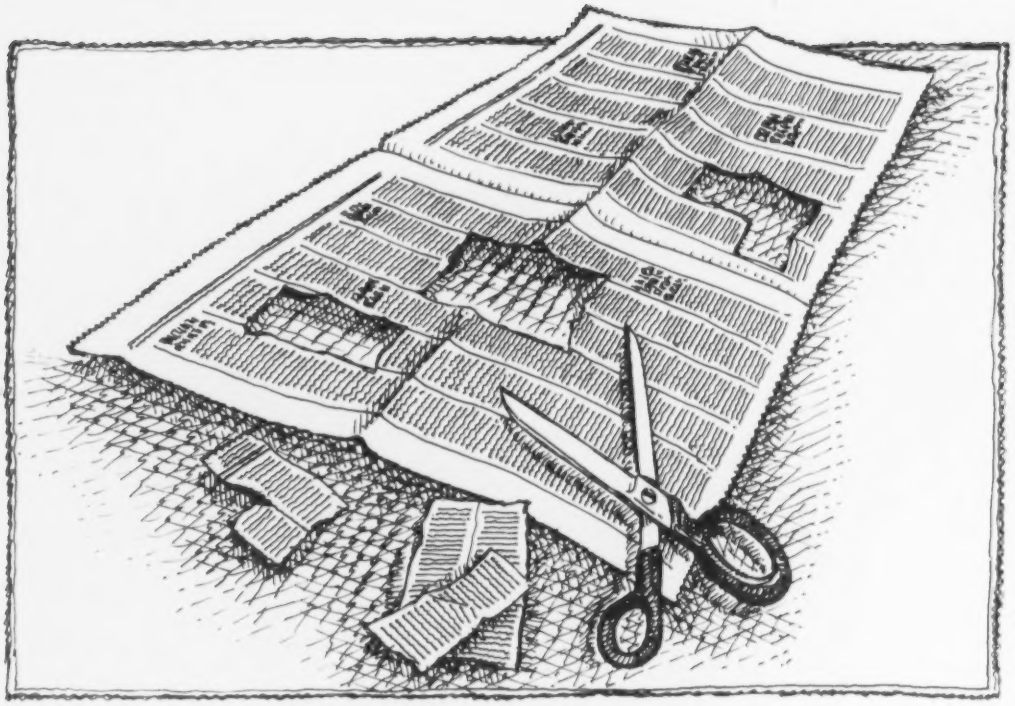

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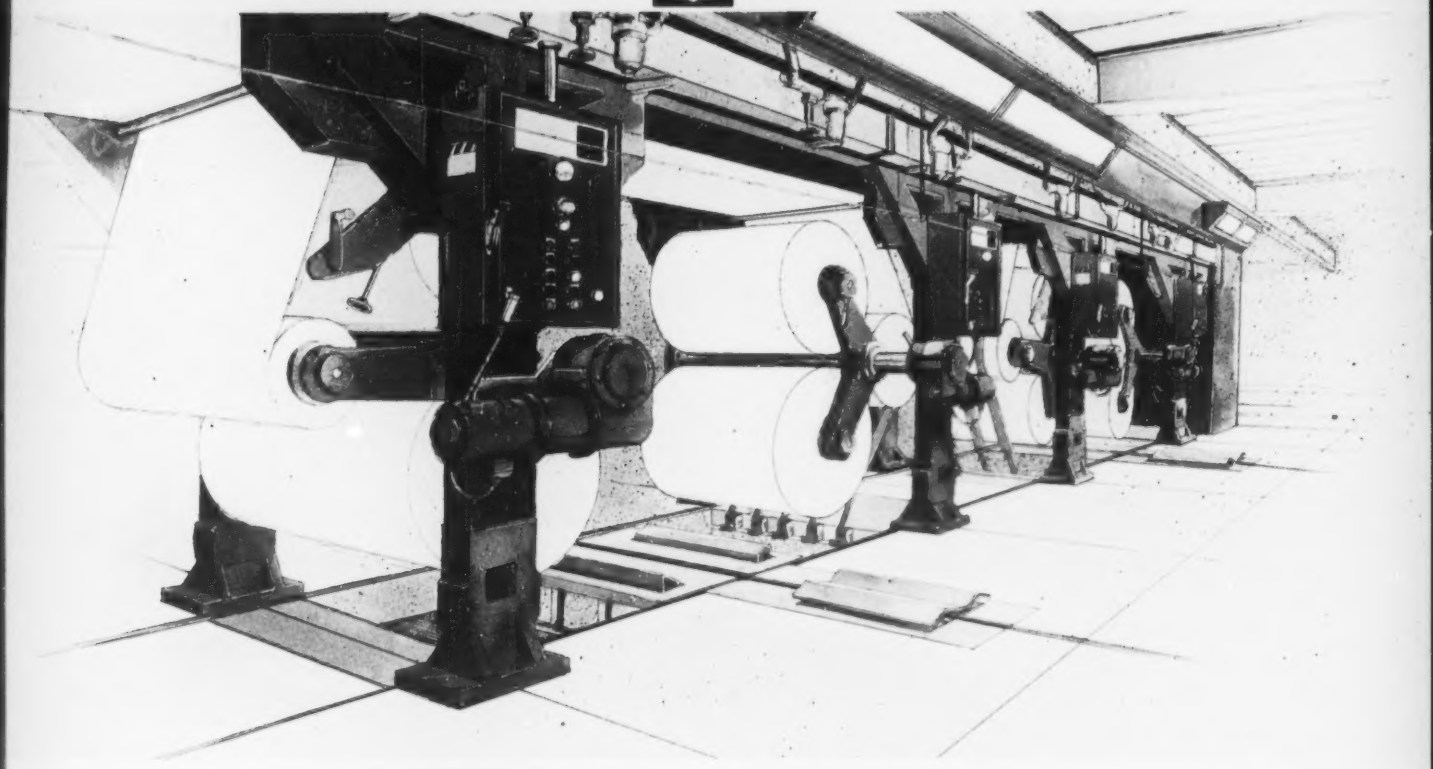

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INDEX | VOLUME 9, NUMBER 7 | JULY 1987

ANPA/TEC '87 *The five-day run of ANPA's 59th Technical Exposition and Conference was another record-smasher, attracting nearly 13,500 people to the massive Las Vegas Convention Center. There, 316 vendors filled more than 300,000 square feet of exhibit space with the latest in newspaper production equipment, supplies and services. Equipment was not the only drawing card. Discussion of timely topics ranging from materials handling to press options to drug testing was featured at three general sessions and 10 workshops.* **20**

Research proliferates *Newspaper research has expanded beyond gathering market data. Today, polling possibilities are wide open.* **6**

Promotion alternatives *More newspapers are interested in providing employees with job enhancement in lieu of advancement.* **10**

Where are they now? *A year-and-a-half after the Columbus Citizen-Journal closed, almost half of its editorial staff is still in newspapering.* **12**

Coping with cycle changes *An exchange of publishing times by Knoxville's dailies provides a unique look at the effects of such flip-flops on staffers.* **18**

"Whole journalism" *To compete in the future, newspapers have to do it all—integrate words and images, provide local news and worldwide perspective.* **49**

Profile: Alberto Ibargüen *Newsday's chief personnel and legal executive takes a hands-on approach to the challenges of newspapering.* **52**

Essay: Signed editorials *Affixing the author's initials to an editorial may be a remedy for blandness, suggests Professor Robert Schmuhl.* **54**

Anti-tax strategies *Florida's new ad tax is being fought on several fronts: in the state supreme court, in the political arena and through boycotts.* **60**

Constitutional celebration *ANPA Foundation-sponsored "Celebration of Citizenship" becomes the centerpiece of Bicentennial Commission events.* **62**

Checking citizenship *Newspapers find some problems in complying with a new immigration law, but most say the chore is not onerous.* **68**

Farm-fresh ink? *As tests continue to be positive, newspapers, ink companies and farmers are all enthusiastic about the prospects of ink made with soybean oil.* **80**

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(Cover photo by Randy Tunnell.)

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CHAIRMAN'S CORNER

Technical gains notwithstanding, more R&D needed for newspapers

The ANPA Technical Exposition and Conference was a stimulating and profitable experience for the nearly 13,500 attendees who gathered to exchange information and view the latest in newspaper technology. The highest number of exhibitors ever, 316, spread their offerings over a record 302,300 square feet of floor space in the cavernous Las Vegas Convention Center. Speeches and panel discussions by colleagues seemed unusually informative and helpful this year.

George W. Wilson

Significant advances were reported. Still video cameras now enable photographers to capture images in digital form for rapid transmission to electronic editing devices that can enhance the pictures and produce color separations for printing in minutes instead of hours. More printing press units are on order now than ever before in our history, and newspapers have an unprecedented choice of printing methods. It is possible to automate all newsprint roll-handling functions. Soybean oil is replacing petroleum in some printing inks. New, moderately priced imagesetters for graphics and text are proliferating.

Future wonders were predicted. Erasable, reusable laser disks will emerge from laboratories this year and give newspapers immense data-storage capacity at low cost. This is just the breakthrough needed to make photo and graphics storage feasible in pagination systems. Kenaf lives! Prolonged tests in harvesting and processing this prolific, subtropical plant to use in making newsprint show encouraging results. And Vice President/Technical Bill Rinehart talked of new imaging technology, seen first in offices, that will make it possible to image complete newspapers, at speed, directly from electronic memory. Goodbye heavy presses?

Newspapers have changed dramatically because past investments in research produced such innovations as photocomposition, offset printing, photopolymer plates and computers everywhere—for editing, writing, page dummying, graphics, ad composition, TMC programs and business applications.

My newspaper reflects what has happened. In 1962, the Monitor had 17 people in the composing room and seven in the newsroom. Today, a much larger newspaper has 15 people in the composing room and 35 in editorial. Technology has enabled all newspapers to shift substantial resources to news coverage. Readers were the winners.

What about the long-term future? Are we setting aside enough seed money to assure a future harvest of technology?

Last year, the automobile industry invested 2.4 percent of its sales in research and development. The industrial machinery industry invested 3 percent of sales in R&D. The electrical industry, 3.3 percent. The appliance industry, 1.7 percent. The computer industry, 8.3 percent.

Working cooperatively through our Association, we invested less than .002 percent in technical R&D. Think about it.

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Today's Researchers

BY GENE GOLTZ
presstime staff writer

From snowbirds to high school grades, newspaper research departments tackle a wide variety of subjects

Newspaper research continues to expand to a seemingly inexhaustible range of subjects. Once confined to surveys for advertisers, research at many papers now touches all phases of the operation.

"We serve any and every department in the newspaper," says Jane Peppard, research manager of the St. Petersburg Times (morning, circulation 314,696). "We keep a very close contact between the newsroom and all other departments in the paper."

Some observers trace the expansion of industry research to the 1977-83 Newspaper Readership Project and to the formation in 1977 of the Newspaper Research Council.

One measure of that expansion is the growth of the research council itself—from 90 to 240 members in the past 10 years. The organization's semiannual conference has grown correspondingly, with 160 researchers attending the one in Nashville this past spring.

To get an indication of the types of research currently in vogue, presstime conducted a random survey of researchers at 15 newspapers represented at the conference, plus three national research firms. The survey confirms the notion that while most newspaper research today continues to be market-oriented, there is a willingness to tackle any subject in which either advertisers, readers or newspapers have a stake.

Some recent examples include: a poll asking residents of an Indiana city if they were interested in having a state lottery; a Florida "cruise survey" asking people before boarding a ship about themselves and their reasons for taking a cruise; an advertising-related survey conducted on behalf of a dairy group in Nebraska asking about public awareness of the beneficial presence of calcium in milk; and a survey in Virginia asking parents whether high schools were grading their kids fairly.

ONE OF THE BEST. One broader survey that attracts widespread attention each year is that of Phoenix Newspapers Inc., publisher of The Arizona Republic (morning, 343,723) and The Phoenix Gazette (evening, 111,253). "Phoenix does the best research job in the country," says C. Harry Murphy, director of corporate research at Landmark Communications Inc. of Norfolk.

The Phoenix papers have been producing a major retail report for more than 30 years, says Ellen Baar Jacobs, manager of their market research department. For the current report, "Inside Phoenix," 2,050 households were interviewed.

The interviewees, selected at random, are first questioned by telephone. Then they get an eight-page mail questionnaire. A follow-up phone call completes the survey.

Questions cover demographics, shopping preferences, purchasing behavior and media use.

Results are published in a book that is presented to the public in Symphony Hall, which is filled to its 2,500-person capacity for the annual event. This year it was presented May 11 to an audience composed of retailers, marketers, real estate people, government officials and others. One copy of the 108-page book is given free to each person in attendance; additional copies sell for $10 each.

The report discloses such things as the racial and income characteristics of the Phoenix market, percentage of the population reached by the newspapers, how many and what kind of people view television and listen to the radio, and what magazines are being read.

"The real estate people especially love it," says Mary Wilcox, assistant marketing manager for the Phoenix newspapers. "They're our biggest fans."

While most larger dailies have their own research programs, many newspaper groups conduct research for papers they own. At Landmark Communications, for example, research director Murphy says that since 1966 his company has conducted a comprehensive marketing survey for its flagship newspapers, The Virginian-Pilot (morning, 144,809) and The Ledger-Star (evening, 80,961) of Norfolk.

About 2,000 people are asked a few questions over the phone and then are sent a "very long, complicated questionnaire" to be returned by mail, he says. Follow-up telephone questioning completes the information-gathering part of the project.

From the survey the newspaper finds out such facts as age, income and buying habits of readers. It publishes a master book, *Vital Statistics*, usually about 48 pages long, and a series of other publications (sometimes running more than 100 pages) derived from statistics contained in the main one. These publications have titles like "Shopping Areas," "Supermarkets," "Automotive Buyers," "Real Estate," "Department/Discount Store Buyers" and "Consumer Groups."

Using one or more of the survey books, a retailer can find out, for example, how many Sears customers also shop at Penney's, what kind of people they are and what kind of merchandise they buy, Murphy says.

SPECIFIC TARGETS. Many newspapers also use research as a tool for addressing specific situations.

For example, Frederick W. Hebert, marketing director of The Home News (evening, 59,052) in New Brunswick, N.J., has two research projects under way that may have a major impact on the paper's future readership and circulation. Results are expected to guide the editorial department in determining what types of stories will best attract and retain readers.

In the New Brunswick and Princeton areas, Hebert says, there are three large housing developments classified as adult/retirement communities. Hebert estimates these developments contain up to 8,000 households inhabited by retired or semi-retired people who moved there after having worked in New York City or elsewhere.

The fact that they are older means they probably read a paper, Hebert says. But because they are "immigrants" to the area, and perhaps accustomed to reading The New York Times or other large metropolitan papers, they may not readily adapt to reading The Home News.

"We can't compete with The New York Times" in carrying national and international news, Hebert says. Moreover, he says it is possible local news will have little appeal to this segment of the population because they

Will Tackle Anything

Landmark Communications' Murphy studies Norfolk demographics.

lived most of their lives in other places. To complicate matters, about a third are "snowbirds"—they winter in Florida.

Through research, Hebert says, the newspaper is seeking to "find out what their interests are and find out what we have to do" to land them as subscribers.

On the other side of the coin, The Home News is also in a fast-growing market area with a large number of younger people moving in. "Maybe these are not avid newspaper readers," the marketing director says, "but they are swelling the household count, and it won't look good for our household penetration if they don't read the paper."

He adds, "Maybe we will try to attract them with human-interest stories. Maybe we'll try to get them interested in local news. We just don't know. We have to find out."

Other examples of research topics:

• In Omaha, the Nebraska Dairy Council wanted to know whether an ad would be effective warning women of osteoporosis (disintegrating bone mass) if they did not get enough calcium in their diets. The research department of the Omaha World-Herald (all-day, 222,053) did a pre-test awareness survey to find out how much women knew about osteoporosis and the effectiveness of calcium in the diet; then the ads ran, and later a post-publication survey was made.

The post-publication research showed that women were reading the ad, which urged consumption of dairy products to build up calcium levels, and that the newspaper's general readership had become more aware of osteoporosis.

• In St. Petersburg, the Times newsroom asked the research department to find out what residents perceived as their greatest problem. In all three counties surveyed, traffic conditions and street congestion turned out to be the major concern. This resulted in news articles focusing on the need for street improvements.

• In Richmond, Va., parents of kids headed for college have faced a peculiar problem. The schools in Richmond and surrounding counties use a stiff grading system, in which a grade of 95-100 percent is an "A," and minimums of 88 percent a "B," 81 percent a "C," 75 percent a "D," and below 75 percent an "F."

When graduating seniors send their transcripts to colleges, they find they compete for admission with students who earned an "A" with grades as low as 91.

In one school district, Henrico County, parents asked the school board to standardize grades, and the board agreed to put a notation in transcripts explaining the grading system.

Meanwhile, Media General Inc., which publishes the Richmond Times-Dispatch (morning, 141,544) and The Richmond News Leader (evening, 109,103), decided the issue was of sufficient importance to be asked in a wider area. Its research department surveyed parents in Richmond and in five surrounding counties about the fairness of grading systems.

The survey results showed that 6.09 out of every 10 people answering the questionnaire thought the present grading system was fair, but that an average of 6.24 out of 10 thought easing the grading standards slightly would be even more fair. However, the parents were against making things too easy for their kids. Only 4.59 out of 10 favored a grading system that would award an "A" for 90 percent correct answers; "B" for 80; "C" for 70, "D" for 60; and anything below 60 an "F" grade.

SMALL BUT BIG-TIME. Hebert of The Home News says it is unusual for a newspaper smaller than 50,000 to 60,000 circulation to conduct research on its own.

A notable exception is the Gwinnett Daily News (evening, 28,114) in Lawrenceville, Ga. The marketing director there, Kenneth F. Brown, runs a remarkably sophisticated research operation for a paper of its size.

Brown, 40, was an ad salesman for The Wall Street Journal in 1969. He became the Journal's midwest marketing research director, was marketing research director for the Dallas Times Herald and for Southern Living magazine, formed his own company, Ken Brown & Associates, and ultimately returned to Gwinnett County, where he grew up and where four generations of his family have lived.

Brown says he went to the Daily News and told the owners, "Here's what I can do for you," and was hired. The newspaper is in the heart of the area northeast of Atlanta that Dun & Bradstreet has identified as the nation's fastest-growing among counties with more than 100,000 population.

Brown uses up to 12 telephone researchers who conduct 200 interviews every night. Computers process the data. Every eight weeks he produces a research report, and every two years he does a comprehensive demographic survey in which 355 questions are asked of each of 500 selected households.

"This tells us a whole lot of everything," he says. "For example, we can come up with a shopper profile for 100 different advertisers."

Brown estimates his research breaks

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*"Where Stands The Republic/ Illiteracy: A Warning and a Challenge to the Nation's Press" by Jonathan Kozol. For a copy, contact Corporate Communications, Cox Enterprises, Inc., 1400 Lake Hearn Drive, Atlanta, Georgia 30319.

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down this way: 60 percent for the advertising department, 25 percent for circulation and 15 percent for editorial.

For circulation, he will conduct surveys to determine when service was unsatisfactory, when circulation employees were rude, etc. For the newsroom, the surveys range from analyzing the editorial content of the competition (the Atlanta newspapers), to surveying public opinion on topical issues, to readership surveys from which "a wealth of editorial story lines" are obtained.

Brown says the research also enables the newspaper to keep up with lifestyle changes of readers and the extent of their involvement with the community.

In June, The New York Times Co. announced it will purchase the Daily News from The News Co. in addition to several paid and free non-daily publications. No purchase price was announced.

SYNDICATION. In addition to research that newspapers themselves conduct, outside firms produce research under contract to newspapers.

Of particular importance in recent years has been the standardized, syndicated research of the top 50 metropolitan markets, first carried out in 1978.

Produced by Simmons Major Market Research Inc. and Scarborough Syndicated Research Associates [**presstime**, June 1987, p. 90], the surveys are intended to help advertisers gain insights into the diverse newspaper readership. By asking the same questions of people in New Orleans and in Houston, for instance, a syndicated survey obtains comparisons of "apples to apples," says L. Kay Schultz, director of Simmons. When papers in New Orleans and Houston conduct their own surveys the methods usually are different, and "you end up comparing apples to something else," she adds.

Both Simmons and Scarborough ask a wide variety of questions designed to provide complete demographic information. They include such things as frequency of air travel, kinds of cars driven and other brand information.

Besides the benefits of providing standardized information, says Jeffrey W. Rodgers, vice president/newspapers and marketing for Scarborough, the syndicated surveys have at least two other advantages: They are cheaper than having a great many surveys done separately in each city—the cost of the syndicated studies is spread among many clients—and advertisers like the objectivity provided by outside firms.

The largest survey firm specializing in research for newspapers is Belden Associates Inc. of Dallas. It conducts more than 100 studies a year for newspaper clients, large and small.

"Each study," says Sheila Miller, vice president for special projects, "is tailored to the individual newspaper." Belden does any kind of study the newspaper desires, including readership, advertising, editorial and circulation.

Other companies in the field include Minnesota Opinion Research Inc., Minneapolis; Urban & Associates, Cambridge, Mass.; Market Opinion Research, Detroit; Omni Research, West Palm Beach, Fla.; E&P Research Inc., Spring House, Pa., Clark, Martire and Bartolomeo Inc., New York City; and RMH Research Inc., San Antonio.

The proliferation of research being done for and by newspapers over the past decade has been tremendous, particularly at nonmetro newspapers, says Glenn Roberts, executive director of the Newspaper Research Council.

Roberts, who worked for 39 years for the Des Moines Register and Tribune before becoming the NRC's chief of staff, believes that research has come to be more highly regarded by publishers—reflected in the fact that "more research people are being tapped to move up to higher management positions in newspapers."

This is a break for researchers, says Roberts, because in the past, "If you were in research, you stayed in research." □

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Alternatives to Promotion

Recognizing the Need for Recognition

BY CLARK NEWSOM
presstime labor writer

Newspapers need to do a better job in recognizing talent without having to move a person to another position.

That's the view of a number of executives in the business, such as Ferguson E. Rood, vice president of research and marketing for Cox Newspapers in Atlanta.

"A person shouldn't have to feel that being promoted is the only way to be recognized," Rood says.

It is not right, say others, for people to be placed on a career ladder and pushed up to their "Peter Principle" level of incompetence.

"Some people don't want a promotion to a job where they would have to supervise others," says Patricia P. Renfroe, ANPA manager/personnel relations.

The "Newsroom Management Handbook," published by the American Society of Newspaper Editors Foundation, notes that job enhancement is the key to maintaining productivity when promotion opportunities aren't available or desired. "The most effective job-enhancement programs are those that help staff members come closer to being what they want to be," the handbook says.

> *"The point is, writing is the most important thing we do," and pay should reflect it.*

Although some newspapers have had alternative-to-promotion programs for years, more are expressing an interest in them. "You can't do too much in recognizing the people who do well," says Sheldon (Shelly) L. Greenberger, vice president and director of advertising for the Fort Lauderdale News and Sun-Sentinel.

The programs are most common in editorial departments. This year, for example, The Pittsburgh Press named its second "special editor"—Mary Pat Flaherty—to join the 1986 special editor in a three-year progam designed to recognize superior performance and to bring fresh ideas to management. The designation of special editor carries a one-time stipend of $1,000, attendance at a professional seminar and the opportunity to take part in management matters for three years while continuing one's own field of work [presstime, March 1986, p. 56].

The program is "going extremely well," says Managing Editor Madelyn Ross. "Both (special editors) are able to spend the bulk of their time reporting but also participate in management meetings. It's helped us a lot in making decisions."

So far, the program has not been extended to any of the other 13 dailies in the Scripps Howard group.

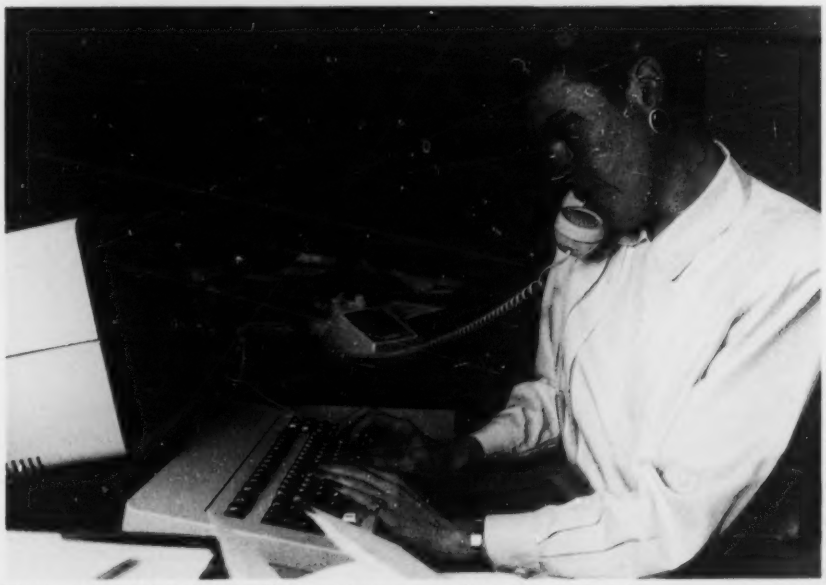
"A number of newspapers internally in their newsrooms have an informal program," says Linda Grist Cunningham, executive editor of The Times in Trenton, N.J., and chairman of ASNE's Human Resources Committee. For those veteran performers "who have paid their dues," the reward, in addition to increased pay, might be work on special projects that takes them away from the daily grind. In some cases it might be freedom in choosing events to cover, or even a company car.

At least four dailies use the title "senior writer" to reward outstanding editorial department employees. The programs vary in their details.

The Nashville Banner started its program the beginning of this year with the appointment of five permanent senior writers in the political, medical, education, business and entertainment fields. Their salaries were increased to equal or surpass that of department heads.

Also, three one-year appointments were made in state news, sports and copy editing. Those writers receive $10,000 each in additional pay during the year. The copy editor's first project was to revamp the Banner's stylebook.

The program was designed not only to improve the quality of reporting but also to



Tom Ondrey, The Pittsburgh Press

Pittsburgh Press Special Editor Flaherty devotes most of her time to reporting.

provide a career path for staffers who choose to write instead of moving into alternative editorial positions. "We're already seeing teriffic benefits," says Executive Editor Joe Worley. With interpretive and investigative reporting by the senior writers, "We're providing in-depth stories that are pertinent to our readers," he says.

"The point is," Worley says, "writing is the most important thing we do. Writers should get the pay editors get."

Senior-writer positions were created at the Roanoke (Va.) Times & World-News in 1964. Vice President Forrest M. Landon says he has promoted six people to that position since he became executive editor in 1982. "Senior writer is a genuine promotion," he says. "It carries a raise and is restricted to the best reporters and writers." At least eight years' writing experience is required before a person can be named to the position. Senior writers at the Landmark Communications Inc. daily act as public relations representatives, fill in occasionally for city desk editors and serve as team leaders in covering major stories.

"We say if you don't want to be a supervisor, aspire to this," Landon says. At the time the position was created, the statement was made: "We hope this will be a goal for many who find in writing the best satisfaction in newspaper work."

Ben Beagle, a 32-year veteran newsroom employee in Roanoke, was among the first senior writers named at the Times & World-News. When the program was announced, "I thought it was great," he says. "It held the promise of being a writer and equaling the wages of editors." The program has lived up to what it promised, he says.

A senior-writer program was started at another Landmark daily, the Greensboro (N.C.) News & Record, in 1985. Designees must have a total of seven years' writing experience, at least four of them in Greensboro. Ben J. Bowers, vice president and executive editor, says the nine senior writers at the newspaper all have a speciality. "We're not creating a star system," he says.

When he announced the program, Bowers (who was executive editor in Roanoke between 1973 and 1982) said it was his "strong feeling" that people who want to make a career out of reporting for the News & Record "should be able to do so on our newspaper rather than feel they have to become editors in order to grow professionally."

The concept of senior writer has been applied at larger papers, too. The Los Angeles Times created the position in 1973, noting that promotions were impossible for people who wished to remain writers.

The six senior writers at the Times, who serve three-year terms, act as an advisory group and meet monthly with the four top editors. Normally, two are appointed each year. In addition to the recognition, they receive a pay increase that remains a part of the individual's salary structure after the term ends. The program "recognizes people who have made significant contributions" to the newspaper, says James W. Duncan, director of employee relations.

On the advertising side, Cathleen B. Coffey, vice president of advertising at the Atlanta Journal and Constitution, says one way to encourage veteran account executives is to give them responsibility in coaching new sales assistants. Another is to reward them with time off to serve on task forces at the newspapers, or even to work outside the company, such as serving on a Chamber of Commerce committee. "We try hard to keep professional salespeople and have a good track record of doing that," she says.

Besides giving exceptional employees a special status in the organization, newspapers can, of course, recognize them in material ways, such as giving them company stock, bonuses and merit-pay increases.

But "what motivates most people is the feeling of being a part of the team," says Louise Leonard Galvin, human resources director of The Hartford Courant. "It's not primarily money that motivates people." □

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Life After Death

The demise of the Columbus Citizen-Journal illustrates what happens to employees when a newspaper folds and how the closed paper can help them

BY MARILYN S. GREENWALD

In June 1985, John C. Torry, now a reporter for The Blade of Toledo, Ohio, knew time was running out for him. Torry, then 33, loved his job as a statehouse reporter in the capital city of a politically active state. He worked on the 123,000-circulation Columbus (Ohio) Citizen-Journal.

Like the approximately 60 other editorial employees on that newspaper—known in the community as the C-J—Torry was well-aware that in six months he would be out of a job.

The C-J, a Scripps Howard paper, was in the 26th year of a 26-year joint operating arrangement with Dispatch Printing Co., publisher of the evening Columbus Dispatch. Dispatch officials had announced two years before that they would not renew that agreement when it expired Dec. 31, 1985.

Greenwald, an assistant professor of journalism at Ohio University in Athens, was a reporter for the Columbus Citizen-Journal when it ceased publication.

Thirty-three of the 68 editorial employees have jobs with other newspapers.

Torry and other C-J staff members had only slim hopes that someone would buy the paper. Because the Dispatch handled business functions of both newspapers, all a prospective buyer could "purchase" would be the editorial employees themselves. The C-J owned no presses, computer terminals or delivery trucks. The staff knew a purchase was not likely.

So what did Torry and the other reporters, editors and photographers do when the Citizen-Journal folded on Dec. 31, 1985? "We cried," he says. And what did they plan to do in the long term? "Same thing."

But 18 months after the C-J printed its "Goodbye Columbus" edition, former staff members don't seem to have much to cry about. Thirty-three of the 68 editorial employees who left Dec. 31 have jobs with other newspapers. And nearly all the others have found jobs in public relations, advertising, television and related fields.

Staff members' success in moving on to other news outlets no doubt surprised many of them. Before the paper closed, the editorial employees expressed fears that with the national decline in the number of newspapers being published, they would have little chance of finding jobs on other papers. Still others did not want to leave their homes in Columbus, and they knew that with only one daily remaining there, they might have to change careers.

In 1982, C-J staff members had seen many of their counterparts 150 miles away

The C-J staff gathers one last time to put out the "Goodbye Columbus" farewell issue.

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The classified ads in The St. Louis Journalism Review say it all:

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"R.I.P. Globe-Democrat. But life is for the living. Former Globe feature writer, looking for full- or part-time work. . . ."

Since that newspaper's closing last year, about half a dozen such ads have appeared each month in the review. Informal surveys and discussions with former employees indicate few have found equivalent jobs on newspapers.

"Many are working part-time, in PR or working as stringers," says William P. Mayr, a copy editor with The Dispatch of Columbus, Ohio, and former suburban editor for the Globe-Democrat. Mayr left the Globe-Democrat before it folded.

Those who hung on until the end simply did not want to leave St. Louis, he believes, and many of them are still unemployed in that city. "The other paper (the Post-Dispatch) just wasn't hiring many (Globe-Democrat employees)," Mayr says.

Results of an informal poll published by the journalism review in February, show that of 83 former editorial employees, 21 were in a new line of work. Forty-six were doing free-lance writing, working part-time or unemployed. Only 16 were working for a newspaper or wire service.

in Cleveland be thrown out of jobs when the Cleveland Press folded. It frightened them that some of those people were still unemployed three years later. Many others had taken jobs outside of newspapers.

"It's easy to look back now and say we had a high-quality staff and that's why people found jobs so quickly—but I believe that's true," says William S. Keesee, the C-J's metro editor when it folded. Now a congressional aide, Keesee was in charge of a job-placement service the paper established for employees several months before the shutdown.

Besides the job-placement service, the relatively young age of the staff (most under 40) and the advanced notice of the closure helped many get jobs on other papers, Keesee says. Staff members' intense drive to stay in the business and their willingness to relocate also improved their chances, he adds.

The C-J's placement service assisted in preparing resumes and paid for the services of Job Bank, a national placement service that helps find jobs for journalists. For three months after the paper closed, a small room in the old C-J newsroom was set aside so employees could make long-distance calls, check jobs listings, use typewriters and chat with each other.

HARDSHIPS. Keesee says the job-placement service gave many people technical and moral support. "It was a good rallying point for some people," he notes. "It was a good outlet for their emotions and helped them deal with the closing."

Thomas J. Birdsong, a C-J assistant city editor and now a night city editor for The Pittsburgh Press, says he considered establishing his own public relations firm when the newspaper folded. He was reluctant to try that, however, because, like other newspaper reporters and editors, he felt his primary talents were in newspapering. "I feel like I can't do anything else. I can't be a stockbroker."

He continually visited the small placement office, eventually lined up several job interviews at newspapers and was offered the job at the Press within three months.

Despite his ability to land an equivalent newspaper job, Birdsong and other C-J employees found that the paper's folding caused hardships and dramatic changes in their lives.

While the combination of youth and newspaper experience helped the employees in some ways, it hurt them in others. Because most large newspapers base salaries on experience, some C-J employees found themselves in a bind; they were young and enthusiastic but experienced enough to merit journeyman wages—the top of the scale. Younger, more inexperienced reporters from elsewhere who demanded less pay were getting the few available jobs. Reporting and editing jobs that paid $31,000 a year—top scale at the C-J—were hard to find.

"I feel like I can't do anything else (but newspapering). I can't be a stockbroker."

George R. Plagenz, the C-J's religion writer for its last two years, believes age worked against him in two newspaper foldings. Plagenz, now in his mid-60s, worked for the Cleveland Press for 12 years before it closed. He was out of work for about two years before the C-J hired him. He has continued writing a syndicated religion column, but last year was unsuccessful in his search for a full-time newspaper job.

Plagenz, an ordained minister with nearly 40 years of newspaper experience, is currently personnel director for the county treasurer's office in Columbus, but he says he would still like to work for a newspaper.

Several months before the end of the Columbus JOA, The Dispatch announced it would take over the morning slot at the beginning of 1986. To prepare for that conversion, The Dispatch hired dozens of editorial employees during the last four months of 1985. C-J staffers watched sadly in late 1985 as more new bylines appeared in the rival newspaper—that of a religion writer.

Although The Dispatch eventually hired six former Citizen-Journal employees, it would not interview anyone from the C-J until after the JOA was dissolved. C-J staffers, many of whom were due large severance-pay checks on Dec. 31, felt they could not quit before the end. Others did not have the stomach to apply for a job at a newspaper that was once the competition.

Plagenz and some other C-J reporters also found that by having specialized in one form of writing, their chances of finding a comparable job at other newspapers were diminished.

Nancy Miller Lewis, the C-J's only fashion writer, was a one-person fashion section, responsible for writing, editing and laying out those pages. She sought a fashion-writing job at other newspapers, but learned that openings were rare because so few in that specialty leave their jobs. Lewis now works for an advertising agency in Columbus.

Former statehouse reporter Torry and a few other C-J reporters confronted the problem of over-specialization by changing their specialties a year or so before the paper folded. After about six years as a sports writer, Torry switched in 1984 to political reporting in the belief that this would make him "more marketable. I wanted to double my chances of getting a job."

After several interviews, Torry landed a job as a general assignment reporter on The Blade—and none too soon, he says. "After six months, I was going stir crazy. I was stringing for UPI—not for the money, but to do something. I spent two years building up sources for the '86 election, and there I was, sitting on the sidelines."

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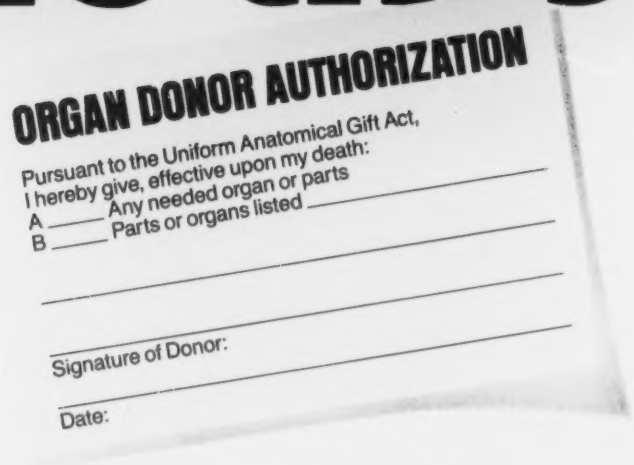
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society columnist Larrilyn C. Edwards and political writer and columnist Joseph H. Dirck. Both were hired by WCMH-TV, the NBC affiliate—Edwards with some previous experience in TV news, Dirck with none.

FAMILY COMMITMENTS. Like many other C-J staff members, Dirck's family commitments kept him from leaving Columbus: His wife heads the statehouse bureau of The Plain Dealer of Cleveland.

Dirck and Edwards were two of the few who managed to stay in Columbus and continue to report the news.

Karen K. Doyle, for example, took a reporting job at the C-J in November 1985 with the hope that a last-minute buyer would rescue the paper.

When none showed up, she was forced to end a 10-year newspaper career because she wanted to stay in Columbus where reportorial jobs were scarce. Doyle now works in the marketing department of a modular-home construction firm but hopes to "get back into newspapers someday."

Many of those who did return to newspaper work did so at great personal sacrifice. Sandra L. Theis, an investigative reporter, lined up a job at The Cincinnati Enquirer before the C-J folded. The situation seemed perfect; her husband, an attorney, had recently been offered a job as a clerk for a federal judge in Cincinnati.

But Theis did not enjoy working at the Enquirer and recently started reporting for the Dayton Daily News/The Journal Herald—a switch that means plenty of driving and some living apart for the couple. Theis still lives in Cincinnati, and she makes the 50-minute drive to Dayton daily. At the end of the year, her husband will return to a job in Columbus, and the couple will live in Yellow Springs, Ohio—an hour's drive from both Dayton and Columbus.

But the maneuvering doesn't bother her. "I never considered leaving (the newspaper business)," she says. "I like what I do."

Gerri Willis, formerly a C-J general assignment reporter, enjoys her job as business writer for The Virginian-Pilot of Norfolk, but she admits missing the Citizen-Journal and her family in southwest Ohio. "Leaving my friends was hard, but what was hardest was saying goodbye to a paper I really liked working for," she says. "But I never considered leaving newspapers."

The main lesson she and her colleagues learned was to check a newspaper's economic standing before accepting a job. Most former C-J employees agree they could not endure another folding.

"I definitely would think twice before going to a paper that was perceived to be in trouble," Willis says. □

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Switch in Publishing Cycles Disrupts Employees' Routines

BY JERRY HILLIARD

"Overall, the switch has not ruined my life. I don't think it has helped either. . . . This is just semi-hell; copy editors can ask for no more."

Not all assessments were stated so colorfully, but in many ways this comment represents feelings of newsroom personnel toward a historic cycle switch involving the two daily newspapers in Knoxville, Tenn.

One year ago, in a move unprecedented in recent U.S. newspaper history, The Knoxville Journal, owned by Gannett Co., changed from morning to afternoon publication; Scripps Howard's The Knoxville News-Sentinel switched from p.m. to a.m.

The conversion was part of the renewal of the joint operating arrangement between the two newspapers. Under the JOA, which had been in existence since 1957 and which had been scheduled to expire in 1987, the papers share the News-Sentinel's facilities as well as business, production and circulation operations. Under the new agreement, the News-Sentinel continues to publish the city's only Sunday editions, and both papers publish in the morning on Saturdays.

Scripps Howard had entered JOA negotiations intent upon changing to morning publication, and Gannett eventually decided to go along with the changeover instead of building its own plant and taking on the News-Sentinel in a head-to-head morning battle.

The change was announced four and a half months before it took effect [**presstime**, March 1986, p. 69], allowing both papers time to campaign to keep old readers and entice new ones.

But they also faced another important "selling" job. Their own staffs had to be convinced that the change was a positive one. Although the schedules of about 75 percent of the two news staffs, particularly reporters, would not be changed significantly, the other one-fourth—35 people—would see their lives virtually turned around.

As an employee at the News-Sentinel that summer, I conducted a study to assess effects of the cycle switch on those whose schedules were altered most drastically. Two questionnaires were administered—one about a week before the switch, and the second about seven weeks later.

The survey covered all full-time newsroom employees of both newspapers whose normal work days would begin eight or more hours earlier or later.

Sixteen of the 18 News-Sentinel staffers falling into that category participated, as did 11 of the 17 eligible people at the Journal.

The typical Journal employee in the survey held a non-writing desk editor's job and was a male under 40 years old who had never been married. His full-time newspaper experience totaled fewer than 10 years, less than five years of which were with the Journal. He had been starting work between 3 p.m. and 5 p.m., and had never worked a schedule similar to the early-morning shift he was about to begin.

Compared with their counterparts at the Journal, newsroom staffers at the News-Sentinel who would experience drastic change were veteran journalists. The typical respondent was a male over 40 who held a non-writing desk position, was married and had children. He had accumulated nearly 20 years of newspaper experience—more than 10 with the News-Sentinel. Although his regular workday started between 4 a.m. and 5 a.m., he had previously worked a schedule similar to the nighttime hours he could expect after the changeover to the a.m. cycle.

With the change, one-fourth of the staff would see their lives virtually turned around.

Just as the typical staff members of the two newspapers differed in age, marital status and newspaper experience, they differed in their outlook toward the cycle switch. In the first questionnaire, the typical Journal newshand indicated a distinctly negative outlook, predicting overall adverse effects upon himself and the newspaper. The typical News-Sentinel worker wasn't exactly overjoyed at the prospect of changes in his personal life, either, predicting about an equal number of positive and negative effects. However, he did believe the overall effects on the paper would be positive.

Six weeks after the change, Journal staff members' opinions had not changed significantly. On the other hand, almost two-thirds of News-Sentinel employees said the switch to morning publication had had a positive effect on them personally.

In that follow-up questionnaire, Journal employees said the most negative effects of the switch to p.m. publication all related to sleep habits. Most positive effects they cited were the parking availability, ease of travel from home to work, amount of time available for participation in civic and social organizations, opportunity to eat meals at home, chance to unwind before going to bed, and amount of time available for exercising.

Conversely, News-Sentinel employees viewed the switch to a.m. most positively because of sleep-related factors: time to awaken completely before reporting to work, amount of sleep they could get by reporting for work later in the day, and compatability of the workday sleeping schedule with that on days off. Viewed most negatively were traffic and parking problems, and lack of time for civic and social organizations, for socializing and for attending sports events.

Some of the same factors have been cited by employees of other papers that went from p.m. to a.m. publication [**presstime**, May 1984, p. 6], as more than 100 have since 1976.

These major areas of concern should be considered by newspapers contemplating changes that would result in drastically different schedules for employees. □

Hilliard, an associate professor in the Department of Communication at East Tennessee State University, Johnson City, spent the summer of 1986 working on the copy desk of The Knoxville News-Sentinel and experienced firsthand the paper's publishing-cycle switch.

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Shorter in Name, Larger in Scope: That's ANPA/TEC '87

The Future of Newspapering Comes into Play

In a city where everyone arrives hoping for a big payoff, ANPA's 59th annual trade show didn't disappoint.

In Las Vegas parlance, the show is on a roll. The June 6-10 event was the largest ever by two measurements: It had the most exhibitors—316—and occupied the most exhibit space—302,300 square feet. Registration of 13,320 people was highest since ANPA began charging for admission to the exhibit hall, and it was the second-largest total ever.

About the only thing small about the show was its name, which was shortened this year to ANPA/TEC ("TEC" standing for Technical Exposition and Conference) from the previous mouthful: ANPA Operations Management Conference & Exposition.

"Dazzling" is the word ANPA Chairman and President George W. Wilson used to describe the exhibition in the massive Las Vegas Convention Center. "It is a stunning display of inventiveness and wizardry in mechnical, electronic, chemical and optical technology," he said. "Such innovation, on such a scale, augurs well for the newspaper business."

Outside, there was gaudy neon and desert sun. Inside the exhibit hall, the spotlight was shared by just-aborning electronic cameras, more versatile ad-makeup and editorial computer systems, speedier mailroom equipment and, of course, behemoth presses. The booths projected a sleek, sophisticated look. But they didn't lack for glitz, either, as vendors vied for attendees' attention with everything from a vintage Wurlitzer juke box to a hot-red Ferrari.

All in all, the exhibits presented an unprecedented array of options for newspaper executives. In considering a purchase, should a newspaper take a chance on something new and different or stand pat?

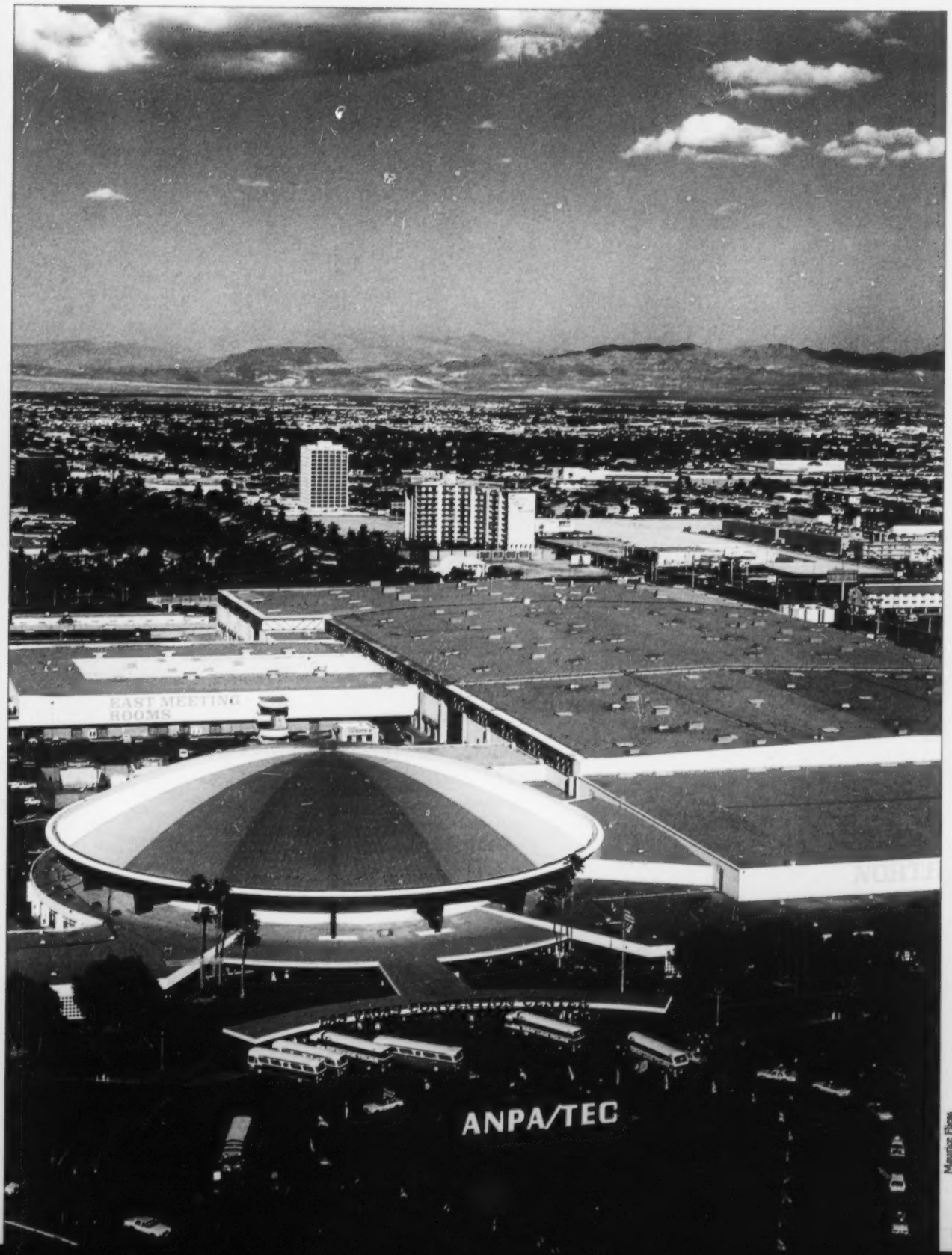
The conference portion of the event tried to answer that question as experts from newspapers and vendor companies provided insights into such things as personal computers, printing inks and presses. The sessions went beyond production topics, however, and delved into such "people" issues as drug testing and the effects of pagination and other new technology on newsroom employees.

Mention was made of the fact that this is the 100th anniversary year for ANPA and 40th anniversary of the founding of the ANPA Mechanical Research Department, but far more time was spent looking forward than backward. "While there's no denying that there have been tremendous developments over the past 25 years, I'm confident that the future June conferences will offer even greater technological developments that will enable newspapers to improve their efficiency as a news and advertising medium," ANPA Vice President/Technical William D. Rinehart told a group of newspaper labor and other executives meeting in conjunction with ANPA/TEC.

The challenge ahead was crystallized by several speakers. More than one expressed concern that the newspaper business is not spending enough, compared with other industries, in research and development.

And to sustained applause, Eugene C. Patterson, the head of the Times Publishing Co. in St. Petersburg, urged newspapers to invest more in quality. "The news business is suffering from the same virus as the nation's business: Too often we're taking a financial approach to a creative enterprise, investing for short-term earnings instead of betting on long-term quality, settling for fatness of the bottom line now rather than building muscle for a stronger tomorrow...." □

At right: Las Vegas and its huge convention hall host record-breaking show.



Maurice Rios

ANPA/TEC

BY ROSALIND C. TRUITT
presstime technical writer

In Las Vegas, a town where thousands of dollars can disappear with a roll of the dice, exhibitors at ANPA/TEC '87 emphasized the bottom line and translated the bells and whistles of technology into specific cost savings.

Whether extolling the virtues of mainframe computer systems or "desktop publishing" equipment, presses or mailroom machines, vendors at the June show hammered home the notion that sophisticated circuitry can provide newspapers with a more competitive edge.

Two other themes resounded throughout the huge Las Vegas Convention Center during the Association's 59th Technical Exposition and Conference. "User friendly" was applied to equipment ranging from computerized press controls to color scanners, and exhibitors touted integrated product lines linking the equipment of several companies.

"Newspapers are demanding more and more common interfaces between different types of equipment," William D. Rinehart, ANPA vice president/technical, said. "No one wants equipment that functions alone. It's just not practical."

No one category appeared to dominate ANPA/TEC '87, and observers noted the equipment represented a continuing evolution in technology.

Most vendors offered significant enhancements, said George Cashau, ANPA director/technical research. "I don't see a lot in the way of breakthroughs, but there's a lot of sophistication on the (exhibit) floor."

Increasing automation, as evidenced by robots that move newsprint rolls into position in the press room and others that prepare newsprint rolls for the automatic splicer, was the main attraction at some booths.

Randy Tunnell

Jeff Dowd (left) of Canon USA shows new electronic camera to Nik I. Kamil (center) and Dato Z. Ariff of The New Straits Times Press, Kuala Lumpur, Malaysia.

Electronic photography also got a lot of attention.

As many newspapers are faced with replacing front-end computer systems that are a decade or so old, state-of-the-art systems of all types were a popular draw. Personal computers were everywhere—creating weather maps and other graphics or linked to laser printers for desktop-publishing use.

Many of the front-end vendors also were demonstrating methods of incorporating the stand-alone machines into their "dedicated" systems.

Display ad-makeup systems, of both the personal computer and mainframe variety, caught the interest of many visitors.

Interest in flexographic printing remained apparent, but new offset presses with expanded color capability were also displayed, as were methods of modernizing letterpress units for color.

Gene McDavid, vice president and general manager of the Houston Chronicle and chairman of the ANPA Technical Committee, said it was "our biggest and best show

1987

Randy Tunnell

Margaret Genovese

Information International's pagination and other products get a demonstration.

yet," adding with a laugh, "I say that every year."

It was biggest in terms of floor space occupied by the booths—302,300 square feet —and in the number of exhibitors—316. Attendance of 13,320 was the greatest since ANPA began charging admission to the exhibit hall in 1982.

Larry D. Strutton, executive vice president/operations for the Los Angeles Times and chairman of the ANPA/TEC '87 Arrangements Committee, was pleased with both the content of the exhibits and the overall look of the show. "The vendors did an exceptional job on the booths this year," he said. "There's hardly a tacky job in the bunch."

In turn, the vendors were pleased with the quality of attendees and with the serious attention paid to their equipment. Even though Las Vegas is a city of considerable distraction, throngs of people were in the convention center through most of the Exposition's five-day run.

Exhibitors said requests for demonstrations kept their personnel so busy that lunch and other breaks were virtually non-existent during show hours.

"This is my 15th ANPA show, and Saturday was the busiest first day we've ever had," said Alden L. Edwards, president of System Integrators Inc. of Sacramento, a front-end hardware and software firm. "In fact, by Sunday, we had scheduled more demonstrations for the rest of the week than we did during all of last year's show."

Among the show highlights were these:

ELECTRONIC IMAGING. Sony Corp. of America, the only vendor of an electronic camera at the 1986 Exposition in Atlanta, was joined this year by Canon USA Inc. and Nikon in the field of filmless photography.

"Electronic photography isn't replacing conventional photography, it will be an adjunct," said ANPA's Rinehart. "But I believe in the next three to five years, most newspapers will be using some form of electronic photography. . . . They'll be able to get more late-breaking coverage, whether it's a big basketball game that runs late or some kind of disaster, into the newspaper."

Sony introduced its ProvMavica single-lens-reflex camera that records still images plus sound (for captioning) on a floppy disk.

The company first exhibited a prototype of the camera in 1981, and Joseph A. Wielock, national sales manager/still image systems, said the technology has advanced since then from images with about 190,000 pixels (picture elements) per 5-inch-by-7-inch image to a resolution of about 360,000 per image today. Conventional film photographs are made up of several million pixels, however.

The company is marketing the camera, a portable still-image player/recorder, an optical disk storage device and a digital transmitter.

Sony's camera, transmitter and recorder/

Randy Tunnell

Digital Equipment Corp. demonstration features newspaper operations role-playing.

player are lightweight. Operating at a baud rate of 9,600, the equipment can transmit a black-and-white photograph over telephone lines in 70 seconds and color photographs in about 110 seconds. Sony demonstrated the technology at ANPA/TEC's concluding general session. (See story, p. 42.)

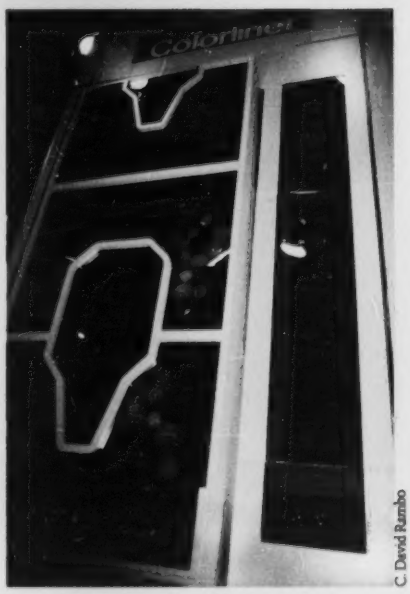
Canon also demonstrated a still video system, including a camera, recorder, printer and transceiver. Nikon placed a still video camera in the Associated Press booth that visitors could examine.

(And just before ANPA/TEC opened, Eastman Kodak Co. announced it will introduce a line of still video products later this summer for both professional and consumer use. Konica USA Inc. plans to enter the market this summer.)

The electronic manipulation of photography doesn't end with the capture of an image, however. Technavia S.A., Crosfield Data Sytems, AP, United Press International, Reuters, Cilas Inc. and Agence France Presse all demonstrated electronic photo desks or electronic darkrooms that can be used to crop, enhance or otherwise change photographs through the use of computers.

UPI's Pyxys, for example, was demonstrated by staffers who sized photographs and corrected color on the screen. Pyxys allows simultaneous viewing of several images, and its high-resolution printer can produce three color separations of different sizes.

UPI said digital transmission will result in better pictures. Analog transmissions result in a loss of clarity as pictures move from camera to negative development to print transmission and manipulation.



C. David Rambo

Electronic display offers detailed look at how Goss' newest offset press works.

AFP demonstrated its Pixar photo terminal with digital reception, which has three input-output ports. The unit also can be used for rotation so that the image can be viewed at different angles, cropped and enlarged.

Reuters' News Picture Terminal features a programmable keyboard and the ability to view up to 16 pictures at once.

The Cilas DIPAS electronic darkroom, which uses personal computers, can link with ECRM, Scitex and Monotype imagesetters for output.

Photographs aren't the only pieces of art being transmitted digitally. In their booths, both UPI and AP demonstrated their new graphics networks.

Beginning this fall, AP GraphicsNet will deliver news graphics via satellite to AP-member newspapers. Harold G. Buell, AP assistant general manager/newsphotos, said graphics will be transmitted automatically to newspapers in much the same way photographs are sent via the LaserPhoto process now.

Newspapers with Apple Macintoshes currently can dial up the graphics computer in New York and have specific graphics transmitted over telephone wires. "We like to give newspapers a choice," he said.

Digitization also is being incorporated into scanners. Hell Graphics Systems Inc. demonstrated its new Chromagraph DC 380 scanner that will allow operators to use digital technology to make more precise color adjustments on separations.

AD-MAKEUP SYSTEMS. Creating display advertisements on a computer screen rather than cutting and pasting by hand saves time, and when last-minute insertions or changes need to be made, time is money. Perhaps that's why the vendors demonstrating such equipment were so busy during the show.

Some companies have taken the personal-computer route. Compugraphic Corp.'s Dawn system has a 19-inch high resolution monitor, a 40-megabyte hard disk and a WYSIWYG (What You See is What You Get) format that displays type in actual size from 6- to 72-point. After being created on a computer screen, ads can be sent to either a laser printer or a typesetter.

CText Inc. also introduced a personal computer-based ad system, ADept, that has menu-driven software and more than 90 fonts. The system has kerning capabilities and can flow copy from column to column and across page boundaries.

Mycro-Tek's AimTouch display makeup terminal with a 32-bit processor chip allows the user to preview a broadsheet page before being set in type. It can flow copy around photographs and other graphics, facilitating the creation of "wraps."

Dewar Information Systems Corp. demonstrated the DISCovery ad-makeup terminal that has a zooming feature to enlarge or reduce point sizes quickly. The terminal also can create standard rules and boxes, rounded and inverted corners, shadow boxes, and special borders such as those for coupons.

C. David Rambo

Cybergraphic Systems Inc. stacks the deck with Apple Macintoshes.

Randy Tunnell

Western Lithotech employees demonstrate the company's Lithoplater platemaking machine, then hand out plates as souvenirs.

Crosfield Data Systems' AdWizard can change typeface, column measure or point size within seconds. Objects on the screen can be stacked or even made to look transparent. All files are stored on two different disks on two different terminals or file servers.

Information International Inc. purchased the marketing rights to the Layout ADvisor, a system that was developed by the Providence Journal and Bulletin. It can produce camera-ready or plate-ready pages when linked to a pagination system, or it can create paper advertising dummies as a stand-alone system.

EDITORIAL SYSTEMS. In demonstrating editorial systems, computer companies emphasized current or future links to pagination systems.

System Integrators, living up to its name, is developing both hardware and software. Its Tahoe hardware for editorial use has a 32-bit microprocessor and can stand alone or be included in a network of terminals. Its NewsDesk software that drives the Tahoe is also designed for either stand-alone or network use, and offers both word processing and spreadsheet functions.

Digital Equipment Corp. and Atex Inc. both stressed integration of equipment and the idea that technology used correctly can mean cost control.

The DEC booth dramatized how a newspaper would use various DEC and DEC-related products to edit text and reconfigure pages quickly—allowing the newspaper to meet its deadlines while producing a completely up-to-date newspaper for readers.

Atex also used a dramatization to show how editors can monitor the status of pages, insert display ads shortly before a press run and create splashy feature pages.

Newspapers looking for something a bit smaller weren't disappointed either. International Business Machines demonstrated its IBM Personal System/2 that uses PageMaker software to merge text and graphics and has 43 different type faces. The IBM Personal System/2 Model 30 and Model 60 have color displays with up to 256 colors at a time, which can be selected from a palette of 256,000 possibilities. The Model 60 can be linked to other computers in a local area network, and the Model 30 supports a printer, keyboard, mouse and modem.

Compugraphic introduced its Intrepid III, a personal computer with color monitor for editorial use. The Intrepid III is designed for larger newspapers and has a 20-megabyte hard disk.

Pongrass Australia Pty. Ltd. uses DEC computers for its MicroTMS system that integrates classified advertising, display advertising and typesetting. PCs can be hooked into into the system for editing purposes.

Concept Publishing Systems demonstrated its NewsSet software on a Macintosh. It features on-screen hyphenation and justification, programmable keys, variable paragraph indentation and kerning.

PAGINATION. Pagination systems attracted their share of attention.

System Integrators demonstrated a prototype of its Sierra page-design software with WYSIWYG display.

Information International showed how its pagination system now can send pages to a raster typesetter.

A new feature of Crosfield's NewsPro terminal adjusts newsholes automatically, flowing copy around graphics.

Other companies such as CText offered classified pagination systems that are menu-driven and paginate by numerical classification.

PRESSES. Computers even play a large part in the pressroom these days, from keeping track of the number of copies printed to alerting crews that web breaks have occurred. However, the three presses running on the floor at ANPA/TEC '87 —two offset presses for small to medium-size newspapers and one flexographic model—drew much of the attention.

Using a Motterflex three-color unit and a basic FX unit that lays down black as a fourth color, Motter Printing Press Co. printed a four-color, 16-page Las Vegas Show guide. The press also featured an electronically controlled reel stand.

King Press Co. and Solna Inc. ran offset printing presses.

A Japanese press manufacturer, Mitsubishi Heavy Industries Ltd., entered the U.S. market recently, and the company showed videotapes of a completely automated offset press system. It has a splicing preparation robot, an automatic roll-loading device, an automatic paper threader, automatic plate conveyors and a computerized press control system. Company representatives said a sim-

C. David Rambo

Atex conducts a group demonstration for one of its systems.

ilar system is in operation at a daily newspaper in Japan.

The Graphic Systems Division of Rockwell International displayed electronic models of Goss presses. The display models included the Colorliner, a new offset press that prints color on both sides of the web; the Flexoliner, the company's entry into the flexographic market; and the Goss Headliner offset press. All have optional computerized control systems. A booth highlight for many visitors were electronic displays that illustrated how a press works and the options that are available.

Crabtree Vickers displayed its Civilox + 4, a printing unit that adds process color to letterpress presses. The keyless inking system requires no dampening, ink controls or settings and has a precision pin-register system.

Tokyo Kikai Seisakusho showed a videotape of an automatic unit that prepares newsprint rolls for autopasters. One unit can handle eight reels.

MAN Roland USA displayed its Colorman 75, a heavy-duty offset press for metropolitan dailies, as well as its Flexoman that can be installed as a complete new press or as units slipped into an existing letterpress or offset press superstructure.

PRINTING PLATES. Western Lithotech, an offset plate manufacturer, emphasized environmental issues at demonstrations at its booth. The company introduced the Envirotech, a new developer and finisher that doesn't irritate the skin, and the Eliminator, a high-speed, plate-processing unit that separates various insoluable compounds (ranging from resins to pigments) from waste water. The solid waste can be disposed of safely, and waste water can be allowed to go down the drain.

Margaret Genovese

Kurt Brandt of CIP Forest Products Inc. (left) and Thomas P. Grillo of the Birmingham News examine kenaf plants that grew two inches during the show.

Hoescht Celanese Corp., formerly American Hoescht Corp., displayed presensitized offset plates that the firm said eliminate fuzzy dots and improve ink and water balance.

Research and development of flexographic plates continues, with Hercules displaying a photopolymer platemaking system, and NAPP Systems (USA) Inc. demonstrating its NAPPFlex plate and a tabletop exposure unit. Concerns remain over plugging on black halftones, and the companies said research continues in the area of plate chemistries to help solve those problems.

MAILROOM. Increasing automation, more accurate counting of newspapers and inserting machines capable of handling larger newspaper packages were showcased by mailroom equipment manufacturers.

Automated guided vehicles that substitute machine might for human brawn were demonstrated by FMC Corp. and Idab. FMC showed a robotic palletizing system for inserts, and Idab had a roll-handling forklift vehicle.

TKS showcased its new M-250 counter stacker that uses a laser to count up to 75,000 metro newspapers per hour.

Hall Processing Systems, a new joint partnership between Rockwell International and Scripps Howard, showed its Monitor HT stacker that is microprocessor-controlled and has a touch screen. A laser counter is optional.

Denex Systems Technology also demonstrated a laser counter, one which can count up to 125,000 newpapers per hour.

Graphic Management Associates Inc. demonstrated a 20-into-one inserter.

Muller Martini Corp. showed its Print Roll system that compresses, then rolls preprints and jackets onto large, stationary rolls for storage until time for insertion.

In the Editor & Publisher magazine competition for outstanding exhibits, Rockwell International won first place for large booths, Sony for medium-size booths, CIP Forest Products Inc. for small booths and The Pellegren Corp. for non-island booths.

In the Kodak "Run for the Money" contest, the Shin Min Daily News of Kuala Lumpur, Malaysia, was named "World's Best." In the United States/Canada division, the Chicago Tribune won for large offset newspapers, the Pottsville (Pa.) Republican won for medium offset and the Fairbanks (Alaska) Daily News-Miner for small offset. The Syracuse (N.Y.) Herald- Journal was the letterpress winner, and the Stratford (Ontario) Beacon Herald was the top DI-LITHO™ entry. □

ANPA/TEC Keeps Growing To the Delight of Vendors

Next Year's Show Already Sold Out

How much bigger can it get?

That's what participants were asking at ANPA/TEC '87 as exhibit space at the world's largest newspaper trade show cracked the 300,000-square-foot barrier for the first time. The 302,300 square feet used represented 11.5-percent growth from the 271,000 figure recorded last year.

Here's another way to look at it. What began in 1927 as the annual ANPA Mechanical Conference didn't exceed 100,000 square feet of exhibit space until 1975. It took only six years, until 1981, for the show to top 200,000 square feet. Another six years and the 300,000-square-foot level was surpassed.

Back to the basic question: How much bigger can it get?

Officials got a short-term answer on the last two days of ANPA/TEC '87 as vendors bid for space at next year's show June 11-15 in Atlanta. "We sold it all, wall-to-wall," said ANPA Manager/Technical Services John J. Ford, who along with Director/Technical Services Peter P. Romano oversees the equipment Exposition for the Association. In fact, the floor plan for the Georgia World Congress Center had to be modified to add booths where none were planned. Even part of an area allotted for a restaurant was sold, Ford said.

Demand appeared to be not at all impeded by a $1-per-square-foot increase in fees for 1988 booths—to $8.75 per square foot for those of 400 or more square feet, and $9.25 per square foot for smaller ones. The last increase in booth costs was in 1985.

When the scramble for 1988 space was over, vendors had committed themselves to occupying more than 330,000 square feet of the Atlanta facility.

If that number holds, ANPA's Romano noted, ANPA/TEC will be well on its way to its next milestone—400,000 square feet.

He cited two primary factors for the show's continuing growth: Many vendors are expanding the size of their exhibits, and their number is rising—from 267 in 1986 to 316 this year and to a projected 320 in '88. "Exhibitors are pleased with the high percentage of decision-makers who attend," Romano said.

Jerry T. Marshall, general manager of the St. Louis division of United Exposition Service Co., said ANPA/TEC is clearly one of the fastest-growing trade shows in the country. United, the nation's largest service contractor for expositions, spent 10 days directing the setup of the Las Vegas show. About 1,000 workers were involved in the installation of carpeting (five miles' worth for the aisles alone), 3.5 million pounds of equipment and a variety of other booth items including "a botanical garden of floral displays," Marshall said.

Even before the most recent spurt in growth, the ANPA show ranked as one of the largest annual trade fairs in the United States. According to William Hamilton, directories editor for the publication Tradeshow 200, it was 39th in exhibit size in 1986. □

The Word from Las Vegas

"We are reaping the benefits of wise investment in technology. But . . . are we investing enough in research and development now to produce future benefits? I worry that we are not."

—ANPA Chairman and President George W. Wilson

"When the electronic camera can stop Walter Payton or Larry Bird in mid-air with sweat dripping off their faces, and output that information to my prepress department, and I can see it when I pick up my paper in the morning, the electronic cameras will be ready for newspapers."

—Jack Corn, director of photography, Chicago Tribune

"As I travel the country, I am appalled by many of the washed-out, out-of-register, four-column photographs I see on page one that would never be there in black-and-white. Research tells us clearly that bad color is worse than no color."

—Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau

"We should never lose sight of the fact that for all of our technical achievements, we are only as good as the people who operate our equipment, write our stories and create our advertising."

—Stanton R. Cook, president and chief executive officer, Tribune Co., Chicago

"It's good to see presses running. But I find it ironic when a newspaper orders a press, it takes the press company two or three years to manufacture it and get it running. At the show, they can assemble a press in a few days, and they're running smoothly and without any problems."

—Gene McDavid, vice president and general manager of the Houston Chronicle and chairman of the ANPA Technical Committee

"We believe that the pioneering work has been done in flexographic printing, and we are entering in time to take advantage of the leading edge of a new newspaper technology."

—Sam D. Jenkins, production director, Lancaster (Pa.) Newspapers Inc.

"Until now, the only affordable and practical tool for (newspaper computer graphics) has been the Apple Macintosh, and I believe that will be true for some time to come."

—Roger F. Fidler, director of graphics and newsroom technology, Knight-Ridder Inc.

"Successful quality reproduction requires putting 80 percent of the effort into preparing to run and 20 percent into monitoring the run."

—Charles R. Blevins, vice president/production, Gannett Co.

"The era when newspapers had to address the (press) supplier as 'sir' has changed around."

—William D. Rinehart, ANPA vice president/technical

"If you demand cheap inks, you'll buy inks with pigment levels cut. It also causes blend colors to go far off shade. It's like buying an expensive Mercedes car and then using drugstore motor oil."

—Rinehart

MONDAY—SESSION DAY ONE

Competing for News and Advertising

The Human Factor in Electronic Page Makeup

Latest Developments in Printing Inks

Wilson Challenges Industry To Address Problem Areas

Newspaper Business Spends Too Little on R&D, He Says

ANPA Chairman and President George W. Wilson at the opening general session described changes in operations at his own small, New England daily over the past quarter century to illustrate how new technology has dramatically improved newspapers and to identify several areas that still beg solution.

Although he said "prospects are bright" in the newspaper-technology area for the near future, Wilson was less sanguine about the long term.

"Are we investing enough in research and development now to produce future benefits?" he asked the audience of about 1,500 newspaper executives and equipment suppliers. "I worry that we are not."

Automobile companies invested 3.5 percent of their 1985 sales in research and development; the industrial machine industry invested 4 percent; the electrical industry, 3.2 percent; the appliance industry, 1.7 percent; and the computer industry, 7.7 percent, according to Wilson.

But the newspaper business, he said, "working cooperatively through our association," invests less than 0.002 percent in technological research and development.

Wilson, president of the 21,501-circulation Concord (N.H.) Monitor, cited the following problems he would like to see technology address:

• **Newsprint.** "High prices for newsprint deprive me of dollars for the news product. New papermaking machines cost $200 million, and the technology is 100 years old; it is necessary to get that cost down. Kenaf has great promise as a replacement or supplementary fiber for wood. . . . I would like to see another fiber for papermaking."

• **Post-press.** "We need faster, more reliable and automated inserting machines."

• **Prepress.** "I want to be able to tie different suppliers' machines together to integrate all prepress production work on computers and terminals. And I want as much of the hardware as possible to be generic, personal computer hardware. I will pay for applications and networking software, but I don't want to be locked into high-cost service contracts to maintain proprietary iron that will be made obsolete in five years."

• **Delivery vehicles.** "I need a way to speed up delivery and increase the productivity of motor route drivers so we can pay them better."

• **Library.** "I want an electronic library for use by our staff and the community, but I want the cost to come down substantially."

• **Presses.** "I want better, cheaper printing presses. In 1969, the Monitor bought a new press to meet its current and future needs. The cost . . . was equivalent to about 17 percent of one year's revenues. Today, a press meeting the same needs would cost an amount equal to more than 60 percent of a year's revenues. That's too much."

Wilson made it clear that—his list of problems notwithstanding—newspapers owe much of their current prosperity and vigor to the technological breakthroughs of the past.

As an example of that, he detailed the progress of the Monitor, which, he said, is "pretty typical" of daily newspapers in the United States, 85 percent of which have circulations under 50,000.

When he started there exactly 25 years ago, he said, the last previous technological decision had been made 40 years earlier—"whether to buy Linotype line-casting machines or Intertype machines."

The "entrenched" production department was "totally resistant to change," he said. Management was "functionally illiterate on technical matters"; type was set at five lines a minute; all copy had to be rekeyboarded; and only two or three pictures a day could be published because they had to be sent out for expensive zinc engravings.

The Monitor employed new technology as it emerged, he said, and today there are 15 people in the composing room instead of 17, 35 people in editorial instead of seven; the paper averages 40 pages a day instead of 16; it publishes 20 pages of news a day instead of eight. The paper, he said, "is better in all respects—appearance, content, organization and service to our customers."

From his experience in Concord, Wilson said two things are clear to him:

"If we hadn't had photocomposition, offset printing, photopolymer plates and the computer revolution, we would be a second-rate business today.

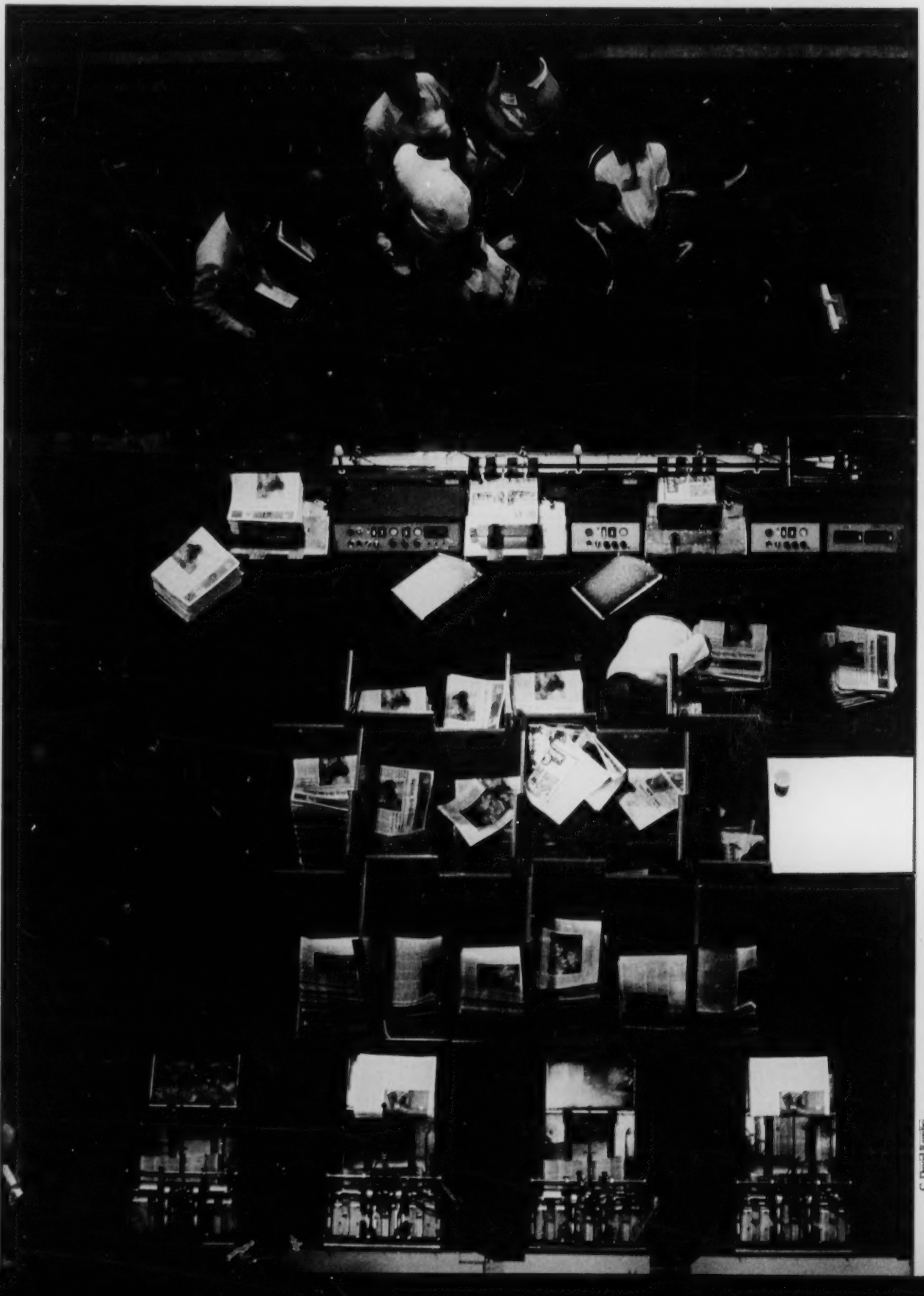
"Secondly, no amount of managerial skill, enlightened personnel policies, devotion to editorial excellence or energy applied to sales and promotion would have brought newspapers to their current state of improvement, strength and promise without those technological breakthroughs."

Noting that this year marks the 100th anniversary of ANPA and the 40th anniversary of the establishment of ANPA's Mechancial Research Department, the ANPA chairman said the Association "will live to celebrate its 200th anniversary" if it continues to help newspapers perform as "the single, indispensable medium that informs and unites a people uniquely entrusted with the responsibility of self-government and the blessings of liberty.

"ANPA will serve that end if for the next 40 years it stimulates technological innovation, fosters research and helps its members use technology wisely. I'm sure it will." □

Wilson cites his New Hampshire paper to chart technological revolution.

At right: Bird's-eye view shows detail of Kansa Corp. inserting machines and bins that hold materials for insertion.



C. David Kimble

Editors, Ad Executives Alike Must Pay Heed to Readers

The Bottom Line Hinges on Quality

The different worlds of competition for news and advertising came into focus in the first of three general sessions with a Wall Street theme, "The Market."

Eugene C. Patterson, chairman and chief executive officer of Times Publishing Co. in St. Petersburg, said newspapers' chief competitors in the news-gathering process are other newspapers.

On the other hand, newspapers are faced with a growing number of outside competitors in the battle for advertising dollars, said Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

Patterson dismissed the notion that television poses newspapers' primary competition for news with this stinging line: "We've handled those bozos for 40 years now." Nor are radio, magazines, cable TV, other electronic information services or shoppers the real competition, he said.

"Competing with one another for news is still our newspapers' warmest external challenge, and the healthiest one," he said.

Patterson scolded those in the newspaper business who apply a bottom-line mentality to journalism. "Too often we're taking a financial approach to a creative enterprise," he said, by "investing for short-term earnings instead of betting on long-term quality; settling for fatness in the bottom line now rather than building muscle for a stronger tomorrow; mistaking money and numbers for journalistic strength; buying and selling instead of sowing and reaping; making like the village banker instead of the town tribune; and getting pretty complacent about what's expected of us in the way of public service."

In the marketplace, he said, such attitudes "can get newspapers blind-sided as painfully as the automakers and electronic companies got hit" when they ignored the rising tide of car imports "and lost touch with quality control."

To avert that fate, newspapers should practice what Patterson called "whole journalism." This means thinking of words, illustrations and page design as one unit to be "handled whole."

It also means moving news coverage onto two parallel tracks "that simultaneously narrow local coverage and widen our view of the world so that the two parts make a greater whole," he said. Readers want intensified coverage of "the communities and neighborhoods where they're raising their families, paying their taxes and cussing potholes"; at the same time, as they become more cosmopolitan, they are demanding "less parochial" coverage of world events.

Patterson said that by practicing whole journalism, newspapers can achieve that elusive goal, quality. (The bulk of his speech is reprinted on pp. 49-50.)

NAB's Bogart picked up on Patterson's theme by noting that a 19th-century Indiana newspaper "had a motto on its masthead that would probably resonate with a lot of publishers in our business today: It was 'Not for love, honor, or fame, but for cash.'" That publication "didn't last very long," he said, "proving that newspapers must generate love, honor and fame through journalistic excellence in order to produce a respectable cash flow."

Bogart said newspapers can meet the escalating competition for advertising only by maintaining and strengthening "the one asset our advertisers are interested in: our readership."

Noting that "baby boomers" are now "maturing into the ages where newspaper reading is at its peak," he said weekday circulation and penetration should be climbing, but aren't. In fact, "reading frequency" has continued to decline, said Bogart, who jolted the early-morning session with this rawboned formula: "For every 1-percent drop in our level of daily readership penetration, there has been a decline of 0.5 percent in our advertising share."

He added: "The problems that face us in this area are extremely complex. They involve distribution and pricing, as well as the creative side of the product."

Bogart disputed the belief that people who do not read a newspaper have insufficient time to do so. "It's just not true," he said. "Our studies show that they've got more time on their hands than the rest of us. They've simply got to be convinced that reading the paper saves them time, and that it's more valuable to them than the hours they squander on TV.

"Not just hours, but money. Last year, our readers spent $8 billion to buy our papers. They spent $10.5 billion on their cable TV subscriptions."

Fear of losing still more readers has led newspapers to hold down circulation-price increases below the rate of general inflation, resulting in pressure to increase ad rates, Bogart said. Ad rates have climbed an average of 76 percent since 1980 while the consumer price increase has risen 21 percent, he said. Whereas advertising accounted for 75 percent of newspaper revenues six years ago, it now brings in 81 percent.

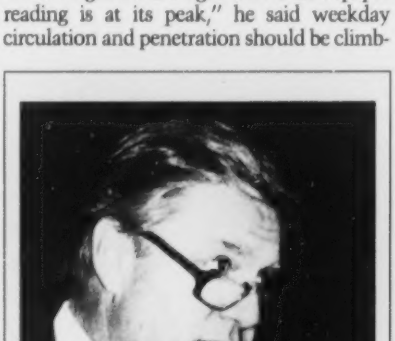
The higher ad rates have been put into effect, he said, even though "new forms of competition are popping up all the time."

One potential competitor that Bogart discussed at length is electronic classified advertising. "Ten years ago, a lot of people in our business were fearing Armageddon. If we're no longer worrying about it, that may also be a mistake," he said, noting that "classified is up to 34 percent of total advertiser investments in newspapers and represents 40 percent of our ad revenues."

Videotex or teletext forms of classified advertising have not proved themselves in the marketplace, Bogart said, but growth could come in specialized listings systems for real estate brokers, employment agencies or car dealerships. "These will become an attractive supplement to general mass advertising and will siphon off revenues that might otherwise come to us."

To meet this challenge, newspapers should get into the electronic classified business and should standardize entry of classifieds from remote terminals, he said.

Like Patterson, Bogart deplored complacency as a common pitfall in the newspaper business. But he said "technology in the form of 'desktop publishing' may reinvigorate the seeds of competition in newspaper markets where complacency has reigned." □



The chairman of the Arrangements Committee, Larry D. Strutton, presides at opening session.

Newspapers Are Benefiting From the Power of PCs

Better Laser-Printer Quality Is on the Way

Newspapers' growing use of personal computers is resulting in better and more profitable publications, according to panelists at the workshop on "PC Options and Opportunities."

Future possibilities seem almost unlimited.

Roger Fidler, director of graphics and newsroom technology of Knight-Ridder Inc., said PCs "have the power to revolutionize the entire prepress operation of publications."

Other speakers were C. Morgan Brassell, project development manager of the Los Angeles Times, who described an emergency typesetting plan that incorporates eight Apple Macintosh computers and off-the-shelf software; and Edward F. Baer, director of computer services of the Atlanta Journal and Constitution, who outlined a systematic approach to putting PCs to work in various departments.

Fidler, a pioneer in use of computers to create newspaper graphics, offered his view of "tremendous future opportunities" afforded by PCs in:

• **Pagination.** Several hundred smaller newspapers are using personal computers and laser printers "to at least partially paginate their pages," and he would not be surprised "to see metropolitan newspapers using Macintosh IIs and laser printers next year to fully paginate their tabloid sections."

Laser-printer quality, generally at 300 dots per inch, is not as good as traditional typesetters' 1,200, but improvements are expected. Varityper has introduced a printer with 600 dpi resolution, and "more companies are expected to announce similar systems in the next few months."

• **Digital photography.** Some advanced personal-computer models, specifically the new IBM Personal System/2 and Macintosh II, are powerful enough to handle digital photographs, but there is not yet software available to "edit and process images from digital cameras and scanners. Once this is available, you are likely to see an explosion of digital photography in newspapers."

• **Color.** Macintosh software is available—and is being used—to make black-and-white separations of line art. "Other applications that make it possible to prepare color separations for complete tabloid and broadsheet pages are expected soon."

Much of Fidler's talk focused on virtues of the Apple Macintosh. Introduced in 1984, the original machine and its progeny have become the "de facto standard for newspaper computer graphics," he said.

Macintosh attributes include low cost, ease of use, relatively high-quality output, and the ability to let users "share graphics in the way we have shared wire stories" through the Knight-Ridder Graphics Network and the Associated Press Access service, he said. In contrast, IBM personal computers are popular for word processing and "number crunching," Fidler said, but "they are not graphics machines." Even the latest generation of IBM personal computer, the Personal System/2, has no graphics software yet.

Fidler stressed that he did not want to seem "like a Macintosh salesman." But he was not the only one to praise the Apple equipment.

"The beauty of the Macintosh is that if all else fails, you can still get the paper out," said Brassell of the Los Angeles Times. He said if an earthquake or other disaster ever knocked out up to two of the Times' three production facilities, the newspaper still would be able to produce a 16-page, all-editorial edition with Macintosh computers that are used normally for routine office functions. "This concept was basic in planning and system design," he said.

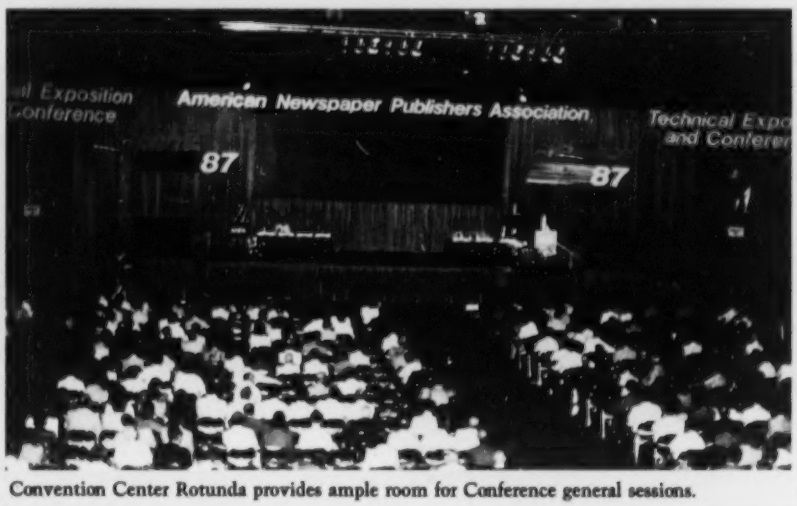
Brassell issued a warning to front-end system manufacturers in light of PCs' performance and proliferation. "The established newspaper system vendors are under siege," he said. "They must broaden their vision. They cannot continue to ignore new developments in the PC world. Technology and competition from PC developments will force them to provide us better systems."

Baer of the Atlanta newspapers said one way to put PCs to work throughout a newspaper plant is the "laissez-faire" approach. People are allowed to "do your own thing," and there are no restrictions on hardware or software used and no common-usage guidelines. A benefit is that people find creative ways to use their computers. But the freewheeling atmosphere also can result in a "Tower of Babel" in which different computers cannot work together.

On the other end of the spectrum is the "unilateral approach," Baer said. A designated person or committee dictates everything regarding PC policy. The policy would promote standardization, but it "would kill creativity," he said.

The Journal and Constitution took a "middle of the road" approach. Users develop their own applications for the computers, but guidelines are established for "more esoteric aspects like backup, security and documentation."

Though the PC workshop was replete with details on high-tech capabilities, there also was a message for more human considerations. Fidler summarized: "We must not forget that computers, no matter how powerful, are only as creative and skilled as the people who use them." □



Convention Center Rotunda provides ample room for Conference general sessions.

Some Editors Feel 'Ambushed' by Pagination

Effects on People Often Have Been Ignored

Publishers who have adopted pagination have done so to save time and cut costs, but the effect of that technology on people often has been ignored, the moderator of a workshop on the subject said.

"While the technicians and the computer wizards have been dazzling us year after year with more and more spectacular machines, something ominous has been brewing in our newsrooms," said Eric Wolferman, executive editor of The Reporter in Lansdale, Pa.

Wolferman, who has been a consultant to a number of other newspapers on pagination, said "It is the feeling of many paginating newsrooms that they have been ambushed by pagination. They have simply been unprepared to deal effectively with the technical, organizational and management issues that pagination presents."

Those observations were supported by preliminary findings from a study conducted last fall and winter at 32 U.S. newspapers using pagination equipment.

Gilbert H. Fowler, a journalism professor at Arkansas State University, said that after electronic page makeup began, employees indicated they were having less personal contact with their colleagues, experiencing greater job intensity, expressing more dissatisfaction about their jobs and feeling a loss of autonomy.

Not surprisingly, employees who had been asked for their views prior to the pagination system's selection were more satisfied with the equipment and more content about the effects the technology was having on their jobs.

According to the survey, editors spend an average of four and a half hours a day on pagination terminals. "The more hours they spent on the terminal, the more likely they were to say, 'I became obsolete the day my newspaper installed pagination,'" Fowler said. "Which makes one believe that we need to look at retraining, reskilling, informing them of how it's going to impact on their particular job."

The survey also found there was less confusion when one person in the newroom had overall responsibility for the system.

Introduction of pagination systems has meant that some jobs once considered within the province of the production department are now handled in the newsroom. This has led to tension between workers in the two departments, the workshop on "Coping with Pagination and New Technology" was told.

One panelist suggested that the division between editorial and production stems from the fact that many young people entering the newspaper business these days start at fairly large papers.

"On a small weekly newspaper, you had the experience of doing everything, from making halftones to selling ads to putting a page together on an old flatbed press," said William H. Stroud, assistant to the executive editor of The Philadelphia Inquirer.

"We used to grow a lot of generalists in this country, but too many people who come out of journalism school . . . don't have a clue as to how a newspaper is put together. It's a total mystery to these people," said Stroud, who is project manager for installation of an Atex Inc. pagination system at the Inquirer.

Jules S. Tewlow, director/special projects of Lee Enterprises Inc., said he believes a journalism education should include a healthy dose of technology. "They (students) need to know how newspapers function from top to bottom. They need a cooperative, cohesive effort not only to understand how technology works but how people can best work together."

Laura Schwed, assistant managing editor/graphics for the Westchester Rockland Newspapers Inc. in White Plains, N.Y., said that in order for pagination technology to function properly, editorial people must become more technically oriented, and production personnel must learn more about how the newsroom operates. □

Margaret Genovese

The Exposition and Conference drew 13,320 people and three ducks.

Tapes Available

Cassette tape recordings are available of all ANPA/TEC '87 general sessions and workshops.

Recordings of the three general sessions cost $18 for each session; recordings of the 10 workshops cost $9 each. A full set of tapes is $137.

To order, contact ACTS Inc., 1025 East Clayton Road, Ballwin, Mo. 63011; (314) 394-0611.

At the show, the hottest-selling general-session tape was "The Futures," according to ACTS Vice President Janice M. Hollandsworth. Most popular workshop tapes were those on "Coping with Pagination and New Technology," "PC Options and Opportunities," "R&D—Reclamation and Disposal," and "Ad Composition/Ad Tracking."

The World of Inks Has Become Very Complex

Experimentation Continues on New Formulations

When newspaper people think ink, they no longer think of just one kind of substance. That fact was made clear at the workshop on "Printing Inks."

Representatives from two newspaper companies, an ink company and ANPA's research staff gave progress reports on several developments: using offset ink on a letterpress press, using water-based ink, the newspaper industry's switch from untreated to treated petroleum in ink, and ANPA's work to develop ink made from oils from soybeans and trees.

Jereld L. Underwood, assistant production director for the Houston Chronicle, reported on his newspaper's six-month experiment with offset ink on a letterpress press. The goal is to improve reproduction without replacing the newspaper's 87 letterpress units.

The Chronicle calls the process it developed "Aqua Flex." Underwood noted that it uses components of all three of the major printing processes currently used in newspaper publishing. Aqua Flex takes from the offset process a light impression as well as non-glycol, web-offset ink. From flexo, it takes a soft, water-resistant plate. And the ink is used on a letterpress press.

One factor in the success of the experiment to date has been the type of newsprint used. When using newsprint made from spruce trees, press runs were problem-free 90 percent of the time, Underwood said. The success ratio dropped to 60 percent when pine newsprint was used.

The Chronicle is studying the feasibility of adapting a complete nine-unit, Goss Mark II press to Aqua Flex, Underwood said. He estimated the cost to modify one unit at up to $30,000. Forty-seven percent of that cost is "reclaimable," he said, because the spray-bar dampening system can be retained when, at some time in the future, a new offset press is purchased.

The project is "highly experimental," Underwood stressed. "Where it's going to take us we don't know. Hopefully, it will extend the life of our letterpress."

Water-based ink was discussed by the pressroom superintendent of the Providence Journal and Bulletin, Thomas J. Pendergast. He said his crews are "about 98 percent of the way home" in learning to print with the ink.

The newspapers, which have been experimenting for several years with water-based ink in flexographic printing, are almost ready to move into a new printing and distribution facility that has a new flexo press.

"We still have a few problems, of course," he said. "Fill-in of halftones and mottling of solids continues to come and go. We feel that we have made great strides in these areas." But he reminded the audience that these problems are "common," no matter what printing process is used.

In the year and a half since the newspaper industry switched to so-called "treated oil" inks, prompted by implementation of the federal government's "hazard communication" standard, some users have complained that the new inks don't perform as well as the old inks made with untreated oil, said Bruce E. Blom, assistant technical director of Flint Ink Corp. Although Blom said the complaints were not unanimous—and some users even said the new inks ran better than the old ones—Flint decided on some comparison testing.

Conducted at ANPA's technical laboratory in Reston, Va., the tests showed that "cleanup"—measured by the number of copies printed before there was no background toning—was "slightly less" with untreated ink. However, the treated ink showed more flexibility in balancing the mix of ink and water in offset printing. In general, he said, results were better for both cleanup and ink-water range when "soft" water was used rather than "hard" water. Best results were obtained with an independent dampener as opposed to an ink-train dampener, he added.

Flint also asked three manufacturers of press blankets to compare the effects of treated and untreated inks on blankets. It did so after receiving complaints that print quality was deteriorating but could be improved dramatically with packing under the blankets, Blom said.

As a result of the testing, the ink company and blanket manufacturers theorized that the blankets were wearing out faster when treated oil inks were used because these new inks do not cause the blankets to swell as much as the old, untreated oil inks did.

"Blanket manufacturers felt that they could deal with this problem by changing some component of the blanket structure, and I have been told that this has been done and is working successfully," the ink executive said.

Blom also addressed complaints about low-rub inks made from treated oils. Their development got "caught up" in the swift change to treated oil, and some users complained about pipe-roller buildup, he said. New formulations currently being tested "seem to meet the criteria set by the user."

The final speaker turned attention to the development of non-petroleum inks by ANPA. The Association's research on non-petroleum inks began in 1980, soon after the second oil shortage hit the United States, said John T. Moynihan, ANPA research chemist.

Starting in 1983, the Association began obtaining patents on ink using "tall oil," a byproduct of the wood-pulping process. Even though the supply of raw materials for this ink is good at present, it was tight as recently as two years ago, Moynihan said.

Consequently, the Association developed ink that uses a much more available source, soybean oil. "It is faster growing soybeans than treees," Moynihan said. "If shortages develop, more soybean can be planted and the oil extracted. Soybean oil also has good properties for use as an ink vehicle, and its use in printing inks could provide a boost to United States farmers."

(See story, p. 80.) □

Margaret Genovese

Fun Run Rewards

The third annual Exposition and Conference Fun Run sponsored by **pressstime** was won by Edward J. Cloos Jr. of Gannett Rochester Newspapers and Fiona Dunn of the Calgary (Alberta) Herald.

In the photo above, **pressstime** Advertising Manager Jonathan A. Reed presents a plaque to Dunn, whose time of 14 minutes and eight seconds for the two-mile course was best in the women's division. Cloos (right) captured the men's division for the second time, finishing in 12:33.

TUESDAY—SESSION DAY TWO

Press Technology Demands Many Decisions

The Fountain of Ink Issues

Achieving Quality Reproduction

Abundance of Press Options Is a Boon to Newspapers

Prices Stabilize in Once Narrow Field

The unprecedented range of printing possibilities was covered in the workshop on "Press Options."

"Never before in the entire history of the newspaper business have you had so many press options when considering newspaper printing press equipment," said William D. Rinehart, vice president/technical of ANPA.

"Just a few years ago, you had no basic options except from which manufacturer you would buy a press, and even then your supplier options were very limited," he said. "The shift to many potential, excellent manufacturers has stabilized prices and possibly reduced them, and offers many different press configurations."

Rinehart also observed, "The era when newspapers had to address the supplier as 'sir' has changed around."

Other panelists explained their newspapers' decisions to buy new offset or flexographic presses, or to convert existing units to the anilox inking system.

Sticking with the older offset process but choosing different brands were two Times Mirror Co. newspapers, Newsday of Long Island, N.Y., and the Los Angeles Times.

Newsday decided in early 1985 to buy six M-72 offset color units manufactured by Tokyo Kikai Seisakusho, the Japanese company more commonly known in North America as TKS. During the first quarter of 1986, one of the new units was added to each of six existing presses as part of a plan to expand color capability. Later, Newsday bought three M-72 presses of 10 units each.

James H. Norris, vice president operations, said the initial selection was based in part on the fact that the configuration of the TKS unit lent itself better to being installed in the newspaper's Melville, N.Y., plant.

Another factor was TKS's commitment to preassemble, test and dismantle the units before shipping. This "promised that many of the customary start-up problems would be addressed before the presses ever entered our plant," Norris said.

At the Los Angeles Times, which recently announced a $385-million press-replacement project, the choice was Goss Colorliner offset presses. "Although the Colorliner is still on the drawing boards and the design is unproven, the Goss Company will install a prototype unit at our San Fernando Valley plant in January 1988," said Production Director Paul R. Gledhill.

Gledhill said one particularly attractive feature is its "building block" design that "will allow us to add or possibly change color locations without a major impact on cost or existing operations." Flexo presses were ruled out, he said, "because of the size of our 18-press, three-plant operation and a very compressed page flow."

Flexography, and specifically the Flexoman of MAN-Roland USA Inc., found a customer in Lancaster (Pa.) Newspapers Inc.

Noting that flexo has received some unfavorable reviews in certain trade publications, Production Director Sam D. Jenkins commented, "You may be wondering why anyone would choose flexographic rather than lithographic (offset) printing. If, on the other hand, you are actively involved in making a new press-purchase decision and have been able to view the current printing being done on flexo presses, the decision takes on a different hue."

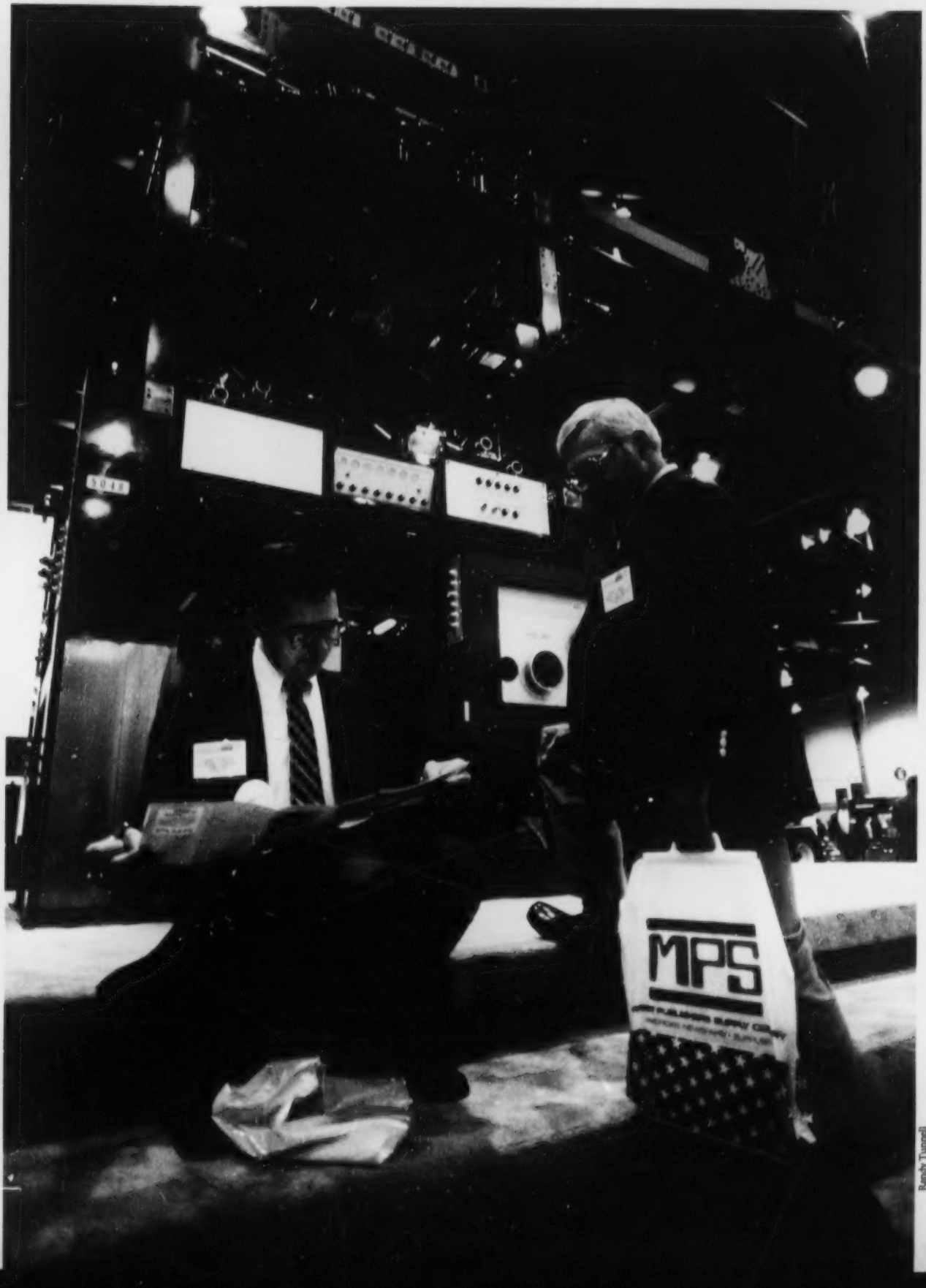
Two years ago, when the company that publishes the Intelligencer Journal and the Lancaster New Era began looking at flexo, "The unknowns," Jenkins said, "were far more numerous than the knowns."

But progress since then has "largely . . . put to rest" the "concerns and fears" raised

Margaret Genovese

As suppliers reserve space for next year's Exposition in Atlanta, Homer E. Taylor Jr. (left), chairman of the ANPA/TEC '88 Arrangements Committee, reviews floor plan for that show with ANPA's Peter P. Romano.

At right: Gregory J. Ptacin (left) and Robert W. Reis of the Herald-Whig in Quincy, Ill., stop at Goss booth to get their bearings.



Randy Tunnell

about the flexo's adaptation to newspaper production. Jenkins told the crowded workshop that the pioneering stage of newspaper flexography is over, "and we are entering in time to take advantage of the leading edge of a new newspaper technology."

The Flexoman presses ordered earlier this year will enable the Lancaster papers to eliminate the use of chemicals in the pressroom because flexo's water-based ink system can be "washed up with plain water, and there are no blankets to wash and no rollers in the ink train."

Jenkins added: "I believe that the average home-delivered newspaper from a flexo press will be superior to an average home-delivered newspaper printed by other means. The complete lack of ruboff of the ink, the brightness of the colors available, and the consistent density from page to page and beginning to end of the press run will let us concentrate the efforts to achieve quality in other areas."

Another press option is to renovate existing units rather than replace them, and that was the decision of the South Bend (Ind.) Tribune. Paul J. McGann, editor and publisher, said he was told many years ago, "You don't wear out a press, you outgrow it." And in the case of the Tribune, the 18-unit Goss Mark I letterpress press with eight color half decks will provide ample capacity for many years, he said. So the 35-year-old press is being converted to the anilox (keyless) inking system known as Civilox, a product of Crabtree Vickers Inc.

The order was placed last August, and the first unit was converted during a seven-day period in February. "So the lead time in making this kind of a press change is not very far," McGann noted—unlike the order of a new press that can take two or more years to be filled. Cost of the anilox conversion and the refurbishing of the Tribune's reel room will be less than $5 million, whereas a new press of comparable size would carry a price tag of $20 million to $30 million, he said.

Unlike flexography, which transfers ink directly from the anilox drum to the plate cylinder, an anilox conversion uses two form rollers to transfer the ink. But McGann said the conversion yields many of the same benefits as flexo.

ANPA/TEC audiences also heard some discussion of the press options of the future.

In the general session that preceded the workshop, Eugene Bell of the Chicago Tribune urged the newspaper business to keep the pressure on press companies to meet changing needs. "We as an industry should demand even more options from press manufacturers," said Bell, vice president/operations director. "We need more automation by way of controls, sensors, microprocessors and less opportunity for human errors."

And in the workshop, ANPA's Rinehart reported "there are considerable developments coming out of the electronic world which will make it possible to image paper directly from electronic memory." Potentially, this will enable a newspaper company to customize the news and advertising content for each subscriber.

Rinehart predicted that "the next generation of newspaper production executives won't be debating what to buy—offset or flexo—but looking at new electronic direct-imaging systems." □

Promising Future of Kenaf

Since 1979, when newspapers conducted the first press trials of newsprint made of kenaf, "great strides" have been made to develop the fast-growing annual plant as a source of fiber for newsprint, according to C.A. Thompson, vice president of CIP Forest Products Inc.

"The results to date indicate that kenaf can provide a long-term, reliable source of fiber for the production of high-quality newsprint in the Southern United States," Thompson told the general session on "The Issues."

CIP has been working on kenaf development with Kenaf International, a company partially owned by The Bakersfield Californian. The U.S. Department of Agriculture also has joined with KI, providing financial support for an evaluation of a kenaf production system, he said.

Thompson reviewed the kenaf project regarding seed and fiber production, harvesting and handling, the pulping process and pulp quality, and papermaking and newsprint quality.

On papermaking, he said the initial paper machine trial was made on a relatively slow-speed Fourdrinier machine. To establish how kenaf would perform on a high-speed, twin-wire machine, trials were run earlier this year at a mill in Beloit, Wis.

For comparison purposes, newsprint was also made on the same machine from two other types of newsprint "furnishes," both primarily of groundwood—one from a Canadian mill and the other from a southern U.S. mill.

"The newsprint produced from kenaf compared well in tear, tensile and burst strength with the newsprint made from the Canadian mill furnish and was superior to that produced from Southern mill furnish," Thompson said. Optical and printing properties of the kenaf paper were better than either of the others, he added.

The next step will be a commercial machine trial, which Thompson said is scheduled for July 12 at CIP's mill in Trois-Rivieres, Quebec.

Also under way is the development of economic and engineering estimates for a kenaf pulp and paper mill, the CIP executive reported. If results are favorable, marketing and detailed engineering design will commence, he said. The final step would be construction of a kenaf mill in southern Texas.

Harlan Hanson (left) of Smurfit Newsprint Corp., Oregon City, Ore., explains newsprint machine model to James A. Pentecost of Printco Inc., Greenville, Mich.

It's a Lot Easier to Buy Ink Than To Get Rid of It

Recycling Programs Are Found Effective

What is 15 times more costly to dispose of than to purchase as a raw material?

The answer is petroleum-based ink.

"West Texas crude oil right now is selling for nearly $20 a barrel," said Gene McDavid, chairman of the ANPA Technical Committee. Yet many newspapers are paying $300 per barrel to get rid of waste ink, he reported. "We no longer have a friendly landfill operator who will take our waste."

Every newspaper has its own "horror story" regarding disposal of waste ink, said McDavid, vice president and general manager of the Houston Chronicle. In the case of the Chronicle, the story began when, unbeknownst to newspaper officials, the operator of the landfill where the newspaper had been dumping its oily waste informed one of the newspaper's truck drivers it no longer would accept it as of a certain date. The driver proceeded to dump the waste-ink barrels anyway, McDavid said. "That led to a fistfight, our driver was thrown in jail and the Chronicle had a lawsuit on its hands."

McDavid's address at the general session on "The Issues" was titled "Ink—A Cradle to . . . Grave Issue." He said the title referred to the fact that ink problems begin with the raw materials that are used in its manufacture, continue during its use and end with its disposal.

In the "cradle" portion of his speech, McDavid spoke of newspapers' changing perspective on ink. "In the good ol' days, we weren't concerned that ink used in printing our papers was made from petroleum. . . . But no more." For one thing, he said, the supply of oil is no longer assured.

Gene McDavid

He also cited the change from untreated to treated oil in the manufacture of ink, prompted by federal health and safety regulations and said it will be important for ink suppliers and newspaper executives to keep up with changing regulations.

The focus is now on whether there are differences in the properties of treated oils, he said.

McDavid also discussed changes made for safety reasons in the pigments used in color inks. "It is important that no newspaper slips into the trap of ordering cheap, nonconforming ink," he said. "The ultimate price of nonconformity is very high."

The "grave" portion of his speech set the stage for a subsequent workshop session on "R&D—Reclamation and Disposal."

Ottaway Newspapers Inc. selected a recycling system from Alternative Resource Management, said James D. Hitchman, vice president, production.

Among the reasons for choosing the system were its ability to recycle both ink and solvents, its use of a metal filter rather than disposable paper filters, its safety and its adaptability to a newspaper's requirements.

The "test system," installed at Ottaway's Times Herald-Record in Middletown, N.Y., uses distillation to reclaim waste solvent and a process of heating and filtering to reclaim waste ink.

With regard to the recycled ink, ink company tests found it "acceptable" for runability, Hitchman said. The system has reduced the newspapers' "hazardous ink monthly output" from more than three 55-gallon drums to only 10 gallons, he added.

The system, designed to handle the group's four New York papers, cost $60,000, with an additional $12,000 for ancillary ink piping. Hitchman said it will pay for itself in just over two years by reducing waste disposal fees and providing recycled ink and solvents.

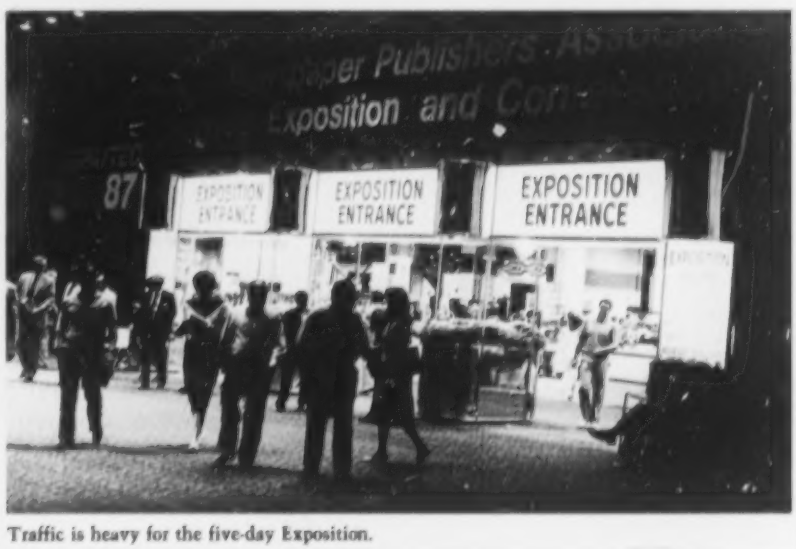
The problems of coping with waste ink and solvents at The Miami Herald are varied because the newspaper has four different kinds of presses. "Each printing method has its own waste characteristics," said Armando J. Gonzalez, chief engineer.

In addition to using several ink-recycling techniques, the Herald recycles blanket wash by putting the used wash into a drum and letting impurities settle to the bottom. The top portion is pumped away and used to wash floors and the press; the remainder is combined with waste ink and buried.

At the Los Angeles Times, a comprehensive ink-recycling project is on the drawing boards.

Charles J. Morrow, director of technical services/operational planning, said California law now requires that generators of hazardous waste have a program to reduce—and wherever possible recycle—the material. Printing ink is considered a hazardous waste in the state, he said.

But federal officials are advocating waste reduction and elimination, rather than recycling, treatment or incineration, he observed. "They say we as generators have to eliminate the problem. Now, if this is true, we as an industry have to analyze why we generate so much waste and get back to our vendors and equipment manufacturers to help us resolve this problem." □



Traffic is heavy for the five-day Exposition.

Margaret Genovese

Opinion Differs Widely On Action Against Drugs

'Pushers Are There in the Plants'

The experts on the panel didn't resolve the basic question formulated by the title of their workshop—"Mandatory Drug Testing???"—but they did get an earful about the scope of the drug-abuse problem in the newspaper business and the need for action.

The important questions of how to set up a fair testing program, the accuracy of tests and privacy considerations dominated the 90-minute session, but the immediacy of the issue was brought home dramatically toward the end when a union leader spoke from the floor.

"There's problems in the plants, I'll tell you right now, and somebody better start doing something about it," said George Tedeschi, president of the 2,000-member Local 406 of the Graphic Communications International Union, Farmingdale, N.Y. "Pushers are there in the plants," he said, "and don't think they're not, 'cause they're there."

Tedeschi said "some union officials feel that testing is totally wrong, it's unconstitutional and everything else, but we have to start somewhere, and pre-testing employees is important. It's very, very important." Pre-employment testing may be only "the tip of the iceberg," he said, "but it's going to stop the influx of maybe the real bad cases."

Indeed, no one was denying the problem. Moderator James W. Hopson, publisher of The Middlesex (Mass.) News, opened the session noting that a recent survey showed that "19 percent of employed 20- to 40-year-olds used illegal drugs in the last month."

"There's probably no reason to assume that the newspaper industry has a greater drug problem than the nation as a whole, but there's also no reason to believe that our industry's problem is any less, either," Hopson said.

Panel members Dr. Wayne O. Buck, corporate medical director of The Times Mirror Co., and J. Michael Walsh, director of the Office of Workplace Initiatives of the National Institute on Drug Abuse, supported testing programs if they are, in Walsh's words, "done right."

Their panel colleagues, Paul Schrade, co-chair of the Workers' Rights Committee of the American Civil Liberties Union of Southern California, and John Seigenthaler, chairman, editor and publisher of The Tennessean in Nashville, generally opposed testing for drugs.

Dr. Buck described in detail the Los Angeles Times' testing program, which includes pre-employment tests and "for cause only" tests of existing employees.

Since pre-employment tests were established in 1985, he said, the percentage of applicants testing positive has decreased 50 percent—from 13.6 to 6.85. For existing employees, tests may be requested when their behavior is "bizarre, irrational, violent" or when supervisors or fellow workers make a referral.

Nearly nine out of every 10 employees seen by the newspaper's counseling service for drug-related reasons are between the ages of 20 and 49 and are veteran employees with five or more years of service—"people whom you value," Buck said. And drug abuse is by no means strictly a "blue-collar" issue, he said. "Exempt and salaried employees utilize the counseling services more frequently than do the hourly workers."

The ACLU's Schrade said of the Times' approach, "Generally, it's a good program . . . but I see no real evidence where drug testing really helps solve the problem of drug abuse and drug dependency."

Schrade repeatedly attacked testing on two counts: First is what he called the constitutional argument. "There is no compelling interest to override the right to privacy," he said. Second is the accuracy of the tests. "There are serious accuracy questions in drug-testing labs, particularly since labs are now being set up on a very random, unregulated basis just to get into the act because there's a lot of bucks to be made here."

Walsh, who oversees a national program of research, evaluation and public information on drug testing and employee-assistance programs to create a drug-free workplace, said the trend is toward gradual, selective testing.

"Generally, employers only test current employees when there is some cause or suspicion which justifies doing so," he told the workshop. "This approach really seems to be gaining acceptance, and I don't think it's very far from the ACLU's general position as well."

Walsh endorsed mandatory random testing in certain cases, citing airline employees as one example.

As for the accuracy of tests, he said standard procedures are evolving. "Technical and scientific guidelines recently issued by the Department of Health and Human Services specify required procedures for all federal programs," he said, "and we hope they will be a model for all other programs."

Seigenthaler agreed the trend at newspapers, like that at other businesses, is toward testing. However, he said he and his paper's parent Gannett Co. have "grave concerns" about testing.

At newspapers the burden on managers to help ensure a drug-free environment "particularly weighs heavy on newsroom managers," he said. It's vital for reporters to be drug free, he said, because it's inevitable that, whatever their beats, they will have to confront drugs as part of the stories they cover. If they are not drug free, "it is inevitable that those reporters will be held to account just as they are holding in account those in other segments of our society."

Nevertheless, he said, "education, monitoring by management and counseling when problems can be identified are a much more preferable approach" than testing.

The disagreement over approaches notwithstanding, it was clear at the session that the old ways of dealing with such problems must give way. Union leader Tedeschi made that point when he related the following from an older union officer talking to him about drug and alcohol problems:

"Years ago, when we had a problem with somebody, we used to hide him from the company and hide him from everybody. And at that time it was basically alcohol, and we were protecting that man's job. We were making sure that man didn't get fired. But little did we know we were killing him and his family because the person in most cases—not in all, but in a good many cases—the person gets worse. And with the hardship we're putting on the person and his family, we're not helping the person. We help the person by getting him into an EAP (employee-assistance program), by hopefully stopping him and having him not be abusive in drugs and alcohol." □

> *"Generally, employers only test current employees when there is some cause or suspicion which justifies doing so."*
>
> —J. Michael Walsh
> National Institute on Drug Abuse

Planning Is Crucial To Achieving High Quality

Kodak-RIT study shows promising results

Planning is one of the most important factors in high-quality printing, according to experts at the workshop on "Guides to Quality Newspaper Reproduction."

The tone of the session was set by moderator Charles R. Blevins, vice president/production of Gannett Co., who also delivered remarks on the subject at the earlier general session. He suggested an axiom: "To fail to plan is to plan to fail." Stated another way, "Successful quality reproduction requires putting 80 percent of the effort into preparing to run, and 20 percent into monitoring the run."

Another speaker, William R. Bogert, vice president/production operations of USA Today, explained how Gannett's national daily achieves consistently high reproduction quality. And Sven Ahrenkilde of the Rochester Institute of Technology and Charles E. Rinehart of Eastman Kodak Co. reported initial results of a three-year, Kodak-RIT study on newspaper printing quality.

Blevins said high-quality reproduction is essential to meet the needs of readers and advertisers. "USA Today has proven that if you produce consistent quality, there are national ads to be gained," he said. Advertisers will run color ads "if they are printed well."

"The bad news is that unless the national advertiser feels confident that the (newspaper) industry as a whole can print well, the industry will not benefit," Blevins said. In general, he added, larger newspapers are doing well in efforts to improve reproduction, but smaller ones "must do better."

Elaborating on some of the quality-control techniques employed at USA Today, Bogert said the newspaper follows "established quality standards (and) performance standards," and "measures actual results to compare with the established standards." Those standards are adhered to at all of USA Today's 30 domestic and two overseas printing sites.

For example, type density from typesetters is checked with a densitometer on each shift. All processed negatives are checked for dot structure and size. All plates on a shift are punched by the same person to enhance registration.

In discussing first-year results of the quality study, Ahrenkilde of RIT said newspapers appear to be making progress in efforts to improve their printing. At least it seems that "people are working toward a common goal," said Ahrenkilde, assistant to the director of the Technical and Educational Center of the Graphic Arts.

For example, he said, among offset newspapers worldwide, solid-ink density appeared consistent when comparing yellow, magenta, cyan and black. They also displayed favorable ranges of dot gain.

The voluntary study involved 189 newspapers from the more than 500 contestants in the annual Kodak "Run for the Money" color-quality contest. Most test participants, 163, print by the offset process.

Rinehart, technical associate in advanced market planning for Kodak's Graphic Imaging Systems Division, said the survey next year will examine ink; and in the third and final year, it will address prepress issues and original photography.

"There is a need to learn more about how to produce quality results," he said. "This survey provides another mechanism—hopefully a powerful mechanism—for achieving that goal."

Invididual contestants' results each year will be reported to them confidentially. Aggregate results will be reported to the industry.

"It is our hope that this three-year approach will allow newspapers to bring one set of variables under control, then move on to another set in subsequent years," Rinehart said.

The contest and study have stirred controversy. A publisher in the workshop audience, William E. Brooks Jr. of the Vincennes (Ind.) Sun-Commercial, said his newspaper has not participated in the "Run for the Money" contest and the quality study because it believes the program to be "a piece of fluff" for Kodak. "Most newspapers would take the position that that is a piece of advertising promotion."

He suggested that another way to get a cross-section of industry print quality could involve ANPA's distributing a color promotional piece to all newspapers. The subject of the piece could be literacy or some other newspaper-business-related subject that most editors gladly would run. (This year's Kodak-supplied "Run for the Money" color picture featured Walt Disney characters.)

Brooks said another weakness of the Kodak program is that it imposes no deadline constraints. Production departments have weeks or months to prepare for the press run containing the contest picture. A better test would be how well newspapers print color when art is submitted the day before it goes to press, or even on deadline. "That's the proof of the pudding," he said. □

Rinehart (left) and Ahrenkilde (center) discuss quality issue with George E. Botsko of the Burlington County Times, Willingboro, N.J.

Production Executives Diagnose Materials-Handling Headache

Take Two Robots and Call in the Morning

Ever sit down and figure out how many times Sunday preprints are handled from the time of arrival at the newspaper plant until they're stacked in trucks, ready for delivery to customers?

Production executives at The Washington Post did and got this answer: 12 times.

That was the average, according to Thomas O. Might, vice president/production. "In a worst-case scenario at The Washington Post," he said, "the answer is 24 times! This includes such follies as remote storage, pre-inserting, multiple hand-inserting and remote dispatching. I bet most of you have a similar scenario every week at your newspaper."

Speaking at the general session titled "The Issues," Might reminded the audience that "the advertiser is only paying us for one (handling)—feeding the hopper. The other 11 are non-value-adding moves for which the publisher is paying. Most of them can be eliminated."

Might said newspapers can learn from commercial printers that have handled, stored and otherwise kept track of "billions" of magazine signatures and preprints for years. He showed slides of rack-storage systems at commercial printing firms that use bar codes to help employees keep track of inventory.

In addition, commercial printers manage to feed inserts into hopper loaders with fewer workers than is typically the case in the newspaper business, he said.

Attendees at the session segment on "Materials Handling" also heard moderator Ralph S. Roth urge newspaper executives to continue to automate their operations where practical.

Roth, vice president/technology for Knight-Ridder Inc., said just as automation substantially reduced composing room costs, it will do so elsewhere in the plant. "Savings opportunities exist in the printing and packaging department and in other important areas of the newspaper through automation and through the introduction of more efficient methods and systems, particularly in the area of materials handling," he said.

Examples of state-of-the-art automation are the fleets of automated guided vehicles, or AGVs, being used by newspapers such as the Fort Worth Star-Telgram to transport newsprint rolls. Joseph L. Donth, the paper's vice president/operations, said factors besides cost savings were considered before purchasing the robotic devices from FMC Corp.

"It has been our experience that cost justification based solely on labor savings

Presstime questions showgoers:

What Equipment Did You Come To See?

Patrick A. Robertson, director of operations and commercial printing of the Port Arthur (Texas) News

I was looking specifically for front-end systems, typesetters and ad-composition equipment. We're budgeted to replace the entire equipment next year. . . . There's more than you want to look at here. With PCs being added to the front-end systems, you've got the high-end vendors low-balling. You've got the low-end vendors trying to show how good an installation they can do. It's opened up the market. And who's going to be here next year? I think they're going to integrate systems by ironing out the weak ones.

Morlin P. Oldham, production manager of the Utah County Journal, Orem

I came to see presses, mostly, and postpress, mailroom equipment (such as) counter-stackers. . . . We've been looking, for example, for a variable counter. . . . I've got three guys out (in the mailroom) counting. We already have a computer. We just need something that mechanically will do that counting. (Vendors) are close, but I haven't found anything that really addresses that need."

Janet E. Owen, camera and platemaking manager of the San Jose Mercury News

A system to proof the color we are now getting off our new Hell NewsPlan system. . . . Right now, our (proofing) system is real cumbersome, time-consuming. It takes us close to 20 minutes to do a proof. . . . We found something that would suffice. We found systems that were inexpensive, less time-consuming, but still rather labor-intensive. And we found systems that were far superior to anything we need. There was no middle of the road.

tends to be overestimated," Donth said.

"In the newsprint warehouse, the additional benefit of robotics is in the ability to ensure proper rotation of inventory and to control the handling of special paper," he said. In the reel room, "the benefit is to assure good roll delivery flow to the press units and to reduce handling damage (of newsprint rolls).

"In the mailroom, (the benefit is) to be able to optimize the flow of pallets and products during the inserting and truck loading operations."

Donth said that after weighing potential cost savings and benefits, the Star-Telegram decided to automate only the reel room at this time.

The system has 10 AGVs that pick up rolls of newsprint at two stripping stations and deliver the rolls to reel stands. Routes the vehicles take are programmed by computer, and the AGVs travel along a wire embedded in the floor. Donth termed the system "highly reliable."

Further automation will be restudied in the future, he said. □

ANPA/TEC Sidelights

Security Crackdown

ANPA's beefed-up security paid off. "To my knowledge, there were no incidents at all reported," said ANPA's Peter P. Romano. Several reported thefts of videocassette recorders at the 1986 Exposition in Atlanta prompted the crackdown.

For the first time this year, people who wanted to be on the floor after the close of the show each day had to sign in with security. "We knew exactly who was on the floor, when, why and where," Romano said.

Good Samaritan Pays Price

Exhibitor Arnold Sasseen performed a costly bit of first aid on the exhibition floor. When the executive of Oxy-Dry Corp., of Roselle, N.J., saw an attendee collapse, apparently suffering a seizure, Sasseen "practically hurdled" equipment he was demonstrating and stuck his hand into the man's mouth to prevent him from choking. Reflexively, the man bit Sasseen's index finger, causing it to bleed profusely.

After the seizure victim had been taken away to a hospital, Sasseen took himself to a nearby clinic. He got an anti-tetanus shot, another one of penicillin—and a $72 bill.

Old Tech in Press Room

After seeing the sophisticated electronic equipment on the exhibition floor, a reporter from a Las Vegas TV station aired a story wondering why the ANPA press room was equipped only with manual typewriters.

Did You Find What You Were Looking For?

John O. Emmerich Jr., publisher of The Greenwood (Miss.) Commonwealth

Color separation equipment—not to buy it but to find out more about it—desktop publishing equipment, pin-registration systems for presses for better color. Probably some front-end systems. I just want to keep up with what's changing. And last I would say business systems. I have acquired some newspapers that don't have computerized business systems. You come to a show like this and you can keep up with what is going on even though you're not looking for anything specifically. . . . It's all here. Whether I can find it or not I don't know.

Charles (Rick) Bellatti, associate publisher of the Stillwater (Okla.) News Press

Number one is a plain-paper laser printer. Being a newspaper of about 11,000 (circulation), to buy another high-priced typesetter seems rather silly at this point. The other piece of equipment we are looking for—and I have not found it at the show—is a table-top OCR (optical character reader). . . . I see the amount of time and effort we put into setting legals, setting real estate ads, news releases. . . . You have to ask some very talented people to do a very simple job.

Thomas R. Libby, systems manager of The Boston Herald

Basically computers, front-end systems, display ad systems. . . . Someone made a comment to me earlier today: There are approximately 1,400 newspapers in the country and there are 1,500 computer vendors. There's not an integrated package out there . . . not for a major, metropolitan newspaper. . . . We have a situation where we have several different types of computers. It would be nice just to have them talk to one another.

WEDNESDAY—SESSION DAY THREE

Update on Electronic Photography

Successful Electronic Ad Composing, Tracking

Major Advances in Graphics Enhancement

Considerable Progress Reported In Electronic Photography

But More Work Is Needed To Achieve Quality of Film

Marvels of the fast-growing field of electronic photography were the focus of the concluding general session, "The Futures."

"The quality of electronic imaging has progressed to the point where it is acceptable for a wide variety of publishing applications today," said Geren Mortensen, national sales manager/still image systems of Sony Corp. of America. "We're not ready to replace film," he said. "What we want to offer is a fast, simple, economical alternative for many uses."

That theme was reinforced by another vendor on the panel, Richard J. Sansevera, national marketing manager of Hell Graphic Systems Inc. Output from electronic photography systems currently is acceptable for use with his company's prepress equipment, he said.

"We believe electronic photography is just the next step in the long list of breakthroughs that in many ways began with Mr. Gutenberg," Sansevera said.

Jack Corn, director of photography of the Chicago Tribune, shared their enthusiasm. But he said electronic cameras do not yet offer high-enough quality. "The electronic cameras, as they now exist, are not sufficient for the Chicago Tribune," he said. "They need a real breakthrough in technology. This could be a year. It could be five years. They are close. But I don't want to go backward in time" in picture quality.

"When the electronic camera can stop Walter Payton or Larry Bird in mid-air with sweat dripping off their faces, and output that information to my prepress department, and I can see it when I pick up my paper in the morning, the electronic cameras will be ready for newspapers," he said.

Still, Corn said he looks forward to the day that electronic photography can deliver high-quality photos that can be handled quickly on deadline. "It cannot be too soon for me. I'll take it tomorrow."

The session featured a live demonstration of the electronic photography process. Mortensen began by taking a picture using Sony's new digital still camera called the ProMavica. The device, resembling some conventional 2 1/4-inch-format cameras, records images on a floppy disk slightly larger than a frame of 35mm film. The recording medium also can provide up to 20 seconds of audio with each picture, according to Mortensen.

Jack Corn

The demonstration showed how digital pictures can be transmitted over phone lines from long distances. As the audience watched, a picture taken with the ProMavica just moments before at USA Today headquarters in Arlington, Va., took full form in several minutes on a large screen. It was sent over conventional phone lines by Paul Whyte, USA Today director of photography, using a Sony transceiver.

Mortensen explained that once received, pictures may be stored on another Mavica disk for future use, or in archive fashion (along with hundreds of thousands of other images) on a recordable laser video disk system.

They also can be printed on the spot in black-and-white or in color. Or a complete set of color separations can be made on a Sony printer in four minutes. The Sony printer can also produce a color picture of any frame of a television broadcast that has been taped on a videocassette recorder.

Sony's portion of the morning's demonstration also included the unveiling of a new, "super-high-resolution" video camera. Mortensen said the camera can photograph or "scan" conventional images such as color slides and negatives, prints or other flat artwork. The resulting digital information then is passed along to a color scanner for separations, a pagination system or any other graphics-manipulation device.

"We're working with a number of companies to ensure that our data stream will flow smoothly from our equipment to theirs," Mortensen said.

He also described another new Sony product, the CSS-100 Still Video Filing System that uses 12-inch recordable laser optical disks. The technology is known variously as "DRAW" (direct read after write) or "WORM" (write once, read many). Up to 8,000 pictures or 3.28 gigabytes of other data—the equivalent of 1.6 million double-spaced pages—can be stored on a single disk, Mortensen said. A system can be configured "so that millions of images can be stored, catalogued and easily retrieved."

The demonstration session then turned to Hell Graphic Systems' Chromacom NewsPlan page-assembly system. As the audience watched, an operator electronically retrieved the photographs taken by Sony, cropped them and incorporated them into electronically paginated pages.

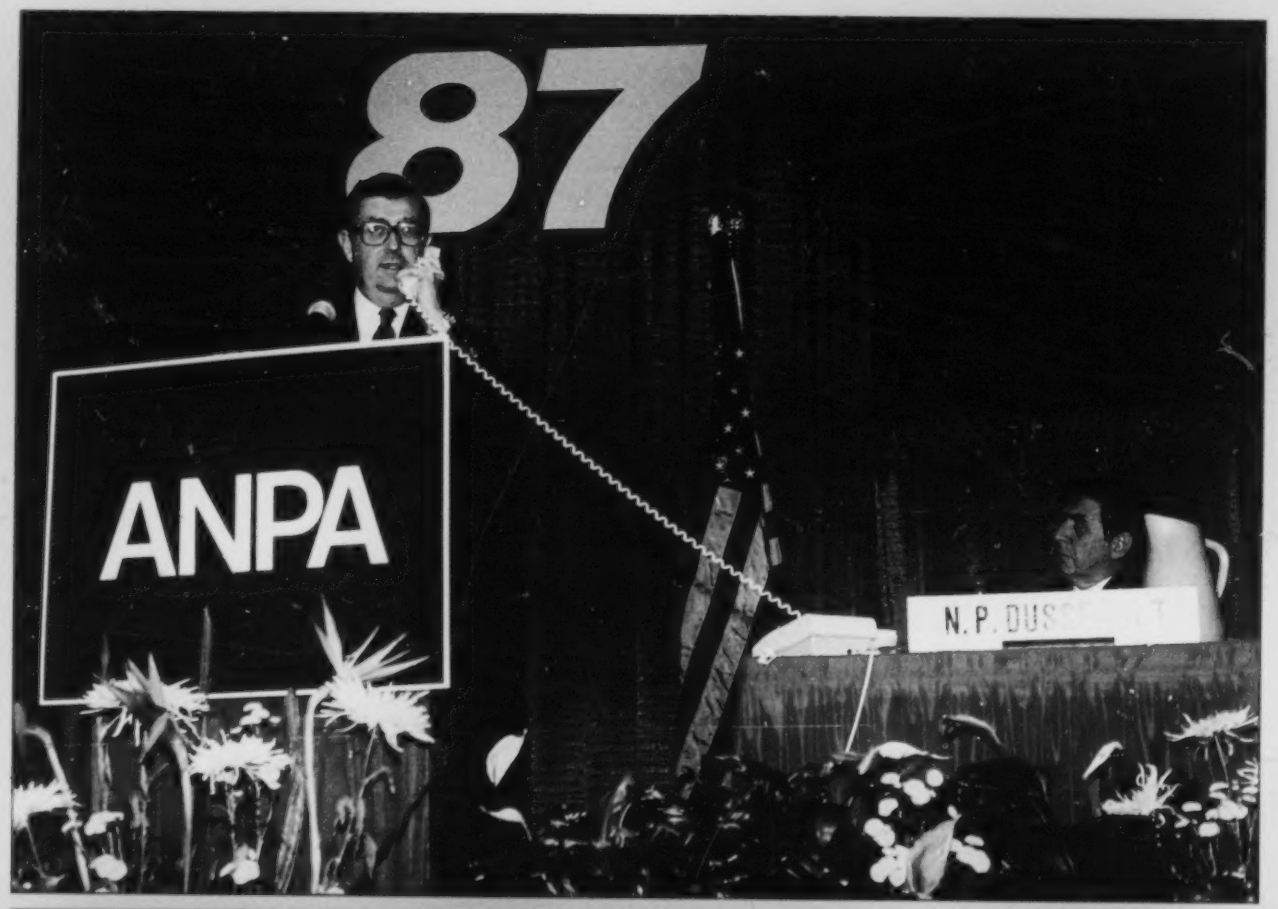
Sansevera, explaining the various steps in the process, said the Hell equipment can enhance the photos through such things as altering contrast and making color corrections. It even can produce special effects.

After a full page had been paginated using the Sony-supplied photos, Mortensen and Sansevera played out a mock deadline scene in which Mortensen exclaimed that "late-breaking news" required replacing one of three photos on the page.

Another Sony representative then took a photo of General Session Chairman Norman P. Dusseault, vice president and assistant general manager of Times Publishing Co., St. Petersburg. The photographer handed the floppy disk on which the picture was stored to the Hell operator who, in just a few minutes, replaced one of the old photos with the new one.

Mortensen said the results of testing such systems have been so much more than "promising" that "we're convinced that filmless photography will have a profound impact on almost every facet of the publishing and graphic arts industries."

At right: Sony's Mortensen (top photo) completes phone link to USA Today in Arlington, Va. Hell's Werner Knepper then operates graphics and pagination equipment.



Maurice Rios

He noted that "scores" of companies besides Sony are developing electronic photography equipment, including Canon, Nikon, Konica, Fuji, Copal, Minolta, Rolleiflex, Casio, Panasonic, Scitex, AT&T, Kodak, Crosfield, 3M and DuPont.

The term "electronic photography" also encompasses systems that still use silver-based film for shooting, but that use new electronic ways to transmit conventionally developed pictures from a remote site to the picture desk. Corn described the Chicago Tribune's use of one such system involving a Scitex transmitter. The transmitter accommodates negatives or slides; there is no need to make a paper print.

Although the machine at 240 pounds is difficult to take to faraway events, it saves an hour to an hour and a half over more conventional transmission means. Plus, it yields photos that he said are "as good or better" than color prints made in the darkroom.

Corn faulted equipment manufacturers for dealing primarily with newspaper production people when developing and designing new equipment. He said vendors also should consult with editorial staff members responsible for producing the original artwork. □

Electronically Composing, Tracking Ads Win Praise from Coast to Coast

Time Savings Are Cited as One Big Benefit

The latest developments in the composition and tracking of newspaper ads were outlined by a five-member workshop panel.

Robert R. Rowell, vice president/operations at the Press-Telegram in Long Beach, Calif., said an advertising pagination system manufactured by Information International Inc. was installed there in July 1986—more than a year after an editorial pagination system was installed and 11 months later than originally scheduled. Total cost of the two systems was $2.7 million.

"At present," Rowell said, "virtually all news-text pages are paginated, all classified pages are paginated and all display ads are composed on the Triple-I Ad Make-up Stations. We have just started to electronically position finished ads to the page.

"For the most part, we output full pages with all news text, halftones and line art . . . and then we paste down separately-output display ads in composing." By the end of the year, the Press-Telegram plans "to handle placement of all display ads to the page electronically," he said.

The newspaper also is using the advertising pagination system to design "speculative ads" to be shown to advertisers in lieu of hand-drawn sketches, Rowell reported. A "spec" ad can be stored electronically; once sold, it can be modified easily to suit an advertiser's wishes. However, he said the cost-savings once projected for this arrangement have yet to materialize.

Two panelists from Virginia newspapers discussed their move from manual pasteup of ads to electronic composition on Camex video display terminals.

Donald H. Patterson said it was not the intention of The Virginian-Pilot and The Ledger-Star of Norfolk to be on "the cutting edge" of ad-composition technology. Its goal was "to remain strategically positioned to get the maximum enhancement from equipment and in position to catch the next wave."

Camex Breeze terminals were selected because they "represented an incremental approach to pagination," said Patterson, vice president and production director. Installation of seven terminals began in January 1986, and after a slower-than-expected training program, the Norfolk dailies are enjoying the benefits. They have even been able to "recapture" some business from the direct-mail firm Advo-System Inc., thanks to the versatility of the new equipment, he said.

At The Times Journal Co. in Springfield, Va., use of Camex terminals made it possible to advance display-ad deadlines by 24 hours, according to Dorothy Seymore, newspaper system manager.

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Patterson describes Camex system.

"We found that this is a system that works for us," she said. "It works as a tool for our advertising department, and it makes sure that an ad-markup (composition) person does the job he's employed to do, and that is to generate, design and create ads—not to act as an assembly piece . . . for their production."

The company, which publishes a network of dailies in several suburbs of Washington, D.C., and a variety of other publications, also has moved to pagination of its classified pages. Manual pasteup of the pages had been taking an average of seven hours a day; electronic makeup has cut that by five hours and also produced a major savings in photographic-film use, Seymore said.

Keeping track of the advertising as it moves from one stage of production to another was the topic of discussion by two representatives of other Southern newspapers.

Ad tracking means "The lost-ad syndrome can become a memory of yesteryear," said John Irvin, operations director of the St. Petersburg Times. It also means managers can obtain "statistics for any departmental process, even down to individual staffers' production performances." And by looking at a screen or a computer printout, a Times employee can determine "how much has been done and what's left to do" to an ad before going to press.

Over a period of a year, the Times developed for $71,799 what Irvin called a "home grown" system to monitor its ads.

When an insert order is prepared for an advertisement, the computer generates a bar code that enables Times personnel to keep track of the ad as it moves through the various stages of the production process. Irvin said that since the system went into operation a little over a year ago, each week it "has flawlessly managed over 90,000 column inches that make up 4,000 ads."

A commercially available bar-code system is being tested at The Clarion Ledger and Jackson (Miss.) Daily News. George H. Bailey, data processing director of Mississippi Publishers Corp., said the Atex Inc. system—in use for only two weeks at the time of his talk—"looks very promising." □

JULY 1987

presstime

The Journal of the American Newspaper Publishers Association

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subject index
covering
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from January
through
June 1987

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ANPA

AD/SAT: Not All Sweetness At the Speed of Light

Washington Post Executive Describes a Few Early Glitches

Satellite transmission of newspaper advertising holds great promise. Like all new technical systems, however, there have been kinks to work out in AD/SAT. They were discussed in a general session address by Elizabeth St. J. Loker, vice president/planning and advanced systems of The Washington Post.

Elizabeth St.J. Loker

One of the earliest glitches came during a demonstration period last fall when equipment failed at one of 12 test newspapers, she said. Other equipment problems have included ads lost because of "tricky" film and cassette operations at the receiving equipment, and "faults" in the system's link to equipment of the Associated Press—used at newspapers in conjunction with receiving ads.

"But in general, these were all faced up to directly," Loker said. "And solutions have been found for most of the technical issues.

"Some of the administrative problems have been a little tougher to work out, but most of these are at least being talked about openly—and there are no surprises or 'gotchas' lurking in the background."

Loker said her most serious question about the new service involves "service and reliability" of AD/SAT receivers at newspapers. The machines capture incoming ads on photosensitive paper that is developed chemically like paper from a phototypesetter. Service is provided by the AP, and newspapers are strongly discouraged from performing anything but "the most basic clean-up type maintenance on the equipment," Loker said. So far, no parts are stored on site. Instead, they are housed in AP facilities in New Brunswick, N.J.

Response times for service calls have been "pretty good," she added, "but if they need a part, they have to send to New Brunswick to get it. This makes a lot of us nervous. In our own systems, we would not operate this way."

Loker said AD/SAT has suggested that several service-related improvements to the current system will be feasible as the system expands. For example, spare receiving machines can be stored in areas that have a high concentration of receiving sites. Also, newspapers may be able to develop "buddy" systems and "mutual back-up agreements" with nearby AD/SAT users.

"Thus far the test papers have reluctantly gone along with" AD/SAT's long-range service plans, Loker said. "We remain concerned about it as an issue, particularly as site installations grow, straining the technical resources at the same time that ad traffic is expanding."

AD/SAT by late June had signed up 108 newspapers. Service is scheduled to be phased in by the end of October following installation of personal computers serving as messaging equipment and of facsimile receivers manufactured in Japan.

Among other issues Loker outlined:

- All ads are sent "at the least-common-denominator screen," meaning that if one newspaper uses a 65-line screen and another paper uses an 85-line screen, AD/SAT sends it only in the 65-line format unless the advertiser prepared two ads. "AD/SAT tells us this is an issue we need to work out with the advertisers, not with them."
- AD/SAT plans to install equipment allowing digital storage of incoming ads. "This is a high priority since the majority of problems with the ads we process are poor developing, ads that don't go completely into the cassette and therefore get exposed to light." Newspapers currently must ask for retransmission of the ad in the event of a mechanical foul-up. That may be increasingly difficult to arrange as volume grows.
- A user advisory group is being organized to provide feedback to AD/SAT officials.

The Post executive said the next six months "will be crucial for all of us as we see what rapid growth does to the service. Clearly, growing from 12 to 100 papers is going to be a strain on all facets of AD/SAT's operations." □

Graphics Enhancement Can Help Papers Compete

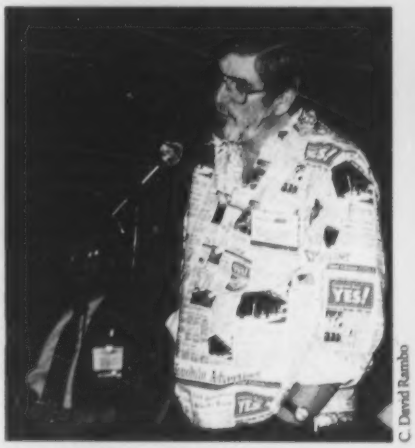
Quality in Other Media Has Raised People's Expectations

Those vividly colored photographs splashed across newspaper pages each day get there in large part because of increasingly sophisticated graphics systems—systems that are allowing newspapers to compete more readily with the seductive visuals of other media.

"There is no question that the technology of graphic enhancement is and will become an even greater positive influence on newspapers," H. Philip Nesbitt Jr., graphics director of The Record in Hackensack, N.J., told those attending the workshop on "Graphic Enhancement Systems."

"We are still far behind the electronic manipulation found in the video arena and must contend with audiences who are now more visually oriented than ever before," said Nesbitt, who also pointed to the high reproduction quality in magazines. "All of these things have brought the average reader to a very, very high level of sophistication. Compare that to what we are doing in newspapers today. It's not a really fair comparison."

Graphics enhancement systems vary, Nesbitt noted. They range from tint-generation scanners, like the ones manufactured by Royal Zenith Corp., to the graphics-manipulation systems from Scitex America



C. David Rambo

Mike Middlesworth of The Honolulu Advertiser poses a graphics-related question.

Corp. All enable newspapers to produce "higher quality images for reproduction in newspapers," he said.

According to Nesbitt, two things need to happen if such equipment is to be utilized effectively: An electronic digitization system capable of accepting a variety of sizes and kinds of hard-copy photographs must be developed; and an industry standard allowing newspapers to link equipment from different manufacturers must be established. (See story, p. 82.)

Use of the new graphics equipment is spreading in the newspaper industry, even at newspapers of less than 35,000 daily circulation.

Each month, for example, the Daily Camera in Boulder, Colo. (morning, circulation 30,511), uses a DS America Inc. laser dot generator to produce an average of 160 color separations and 100 spot-color jobs for the editorial department, and two for the advertising department.

"The ease and speed at which the scanner operates has allowed us to improve color deadlines to editorial while continuing to meet on-time press start deadlines," said Craig D. Wells, production director. "We have accepted color slides as late as 40 minutes before press starts and successfully made deadline."

The introduction of new technology into a newspaper can be smooth, but it can result in a reordering of responsibilities.

At Newsday of Long Island, N.Y., the newspaper's graphics equipment is shared by the editorial, production and data processing departments, said Timothy W. Lasker, editorial systems manager. Editorial artists work on Scitex terminals to design pages. The data processing department has charge of the hard disks that store digital data for the system. And the Scitex hardware and software are linked to a Hell Graphic Systems scanner in the production department.

As wonderful as the graphics equipment is, there are pitfalls, moderator Nesbitt observed. The technology exists to change colors on a computer screen, or to add or subtract various picture elements—moves that can alter the reality that was captured by the photographer.

"The bottle . . . is uncorked, the genie is half-way out and already granting our wishes. However, we have to be careful of what we wish," he said. □

ANPA/TEC Speeches Available

Single copies of the following ANPA/TEC '87 speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.:

Saturday, June 6

Labor Relations & Technology Seminar

• **Future Newspaper Technology, William D. Rinehart,** vice president/technical, ANPA, Reston, Va.

Monday, June 8

General Session

• **Address by ANPA Chairman and President George W. Wilson,** president, Concord (N.H.) Monitor

Theme: The Market

• **Editorial—Competing for News, Eugene C. Patterson,** chairman and chief executive officer, Times Publishing Co., St. Petersburg

• **Advertising—Competing for Advertising, Leo Bogart,** executive vice president and general manager, Newspaper Advertising Bureau, New York

• **Pulling It All Together, Stanton R. Cook,** president and chief executive officer, Tribune Co., Chicago

Concurrent Workshops
PC Options and Opportunities

• **Edward F. Baer,** director of computer services, Atlanta Journal and Constitution; **C. Morgan Brassell,** project development manager, Los Angeles Times; **Roger F. Fidler,** director of graphics and newsroom technology, Knight-Ridder Inc., Washington, D.C.

Printing Inks

• **Jereld Underwood,** assistant production director, Houston Chronicle; **John T. Moynihan,** research chemist/technical research, ANPA, Reston, Va.; **Bruce E. Blom,** assistant technical director, Flint Ink Corp., Ann Arbor, Mich.; **Thomas J. Pendergast,** pressroom superintendent, Providence Journal-Bulletin

Tuesday, June 9

General Session

• **Homer E. Taylor Jr.,** vice president/supply, Knight-Ridder Inc., Miami

Theme: The Issues

• **Ink—Cradle to . . . Grave Issue, Gene McDavid,** vice president and general manager, Houston Chronicle

• **Kenaf Update, C. A. (Chuck) Thompson,** vice president, CIP Forest Products Inc., Tarrytown, N.Y.

• **Quality—A View from the Top, Charles R. Blevins,** vice president/production, Gannett Co., Arlington, Va.

Material Handling—Round Table Discussion

• **Thomas O. Might,** vice president/production, The Washington Post; **Stephen M. Majorki,** production manager, Times-Colonist, Victoria, British Columbia; **Joseph I. Donth,** vice president/operations, Fort Worth Star-Telegram

Concurrent Workshops
Press Options

• **William D. Rinehart,** vice president/technical, ANPA, Reston, Va.; **James H. Norris,** vice president/operations, Newsday, Long Island, N.Y.; **Sam D. Jenkins,** production director, Lancaster (Pa.) Newspapers Inc.; **Paul R. Gledhill,** director of production, Los Angeles Times

R&D—Reclamation and Disposal

• **Armando I. Gonzalez,** chief engineer, The Miami Herald; **James D. Hitchman,** vice president/production, Ottaway Newspapers Inc., Campbell Hall, N.Y.; **Charles J. Morrow,** director of technical services/operational planning, Los Angeles Times

Guides to Quality Newspaper Reproduction

• **Charles E. Rinehart,** technical associate, advanced market planning, Graphics Imaging Systems Division, Eastman Kodak Co., Rochester; **Sven Ahrenkilde,** assistant to the director, Technical and Educational Center of the Graphics Arts, Rochester Institute of Technology; **William R. Bogert,** vice president/production operations, USA Today, Arlington, Va.

Wednesday, June 10

General Session—Theme: The Futures

• **AD/SAT Report, Elizabeth St.J. Loker,** vice president/planning and advanced systems, The Washington Post

• **Electronics and Photographs at the Chicago Tribune, Jack Corn,** director of photography, Chicago Tribune Co.

• **Electronic Photography, Geren Mortensen,** national sales manager/still image systems, new business development, Video Communications Products, Sony Corp. of America, Lanham, Md.

Concurrent Workshops
Ad Composition/Ad Tracking

• **George H. Bailey,** data processing director, Mississippi Publishers Corp., Jackson; **Donald H. Patterson Jr.,** vice president and production director, The Virginian-Pilot and The Ledger Star, Virginia Beach; **John Irvin,** operations director, St. Petersburg Times; **Robert R. Rowell,** vice president/operations, Press-Telegram, Long Beach, Calif.

Graphic Enhancement Systems

• **H. Philip Nesbitt Jr.,** graphics director, The Record, Hackensack, N.J.; **Timothy W. Lasker,** editorial systems manager, Newsday, Long Island, N.Y.; **Craig D. Wells,** production director, Daily Camera, Boulder, Colo.

Progress Being Made In 'Artificial Intelligence'

Newspaper Applications on the Horizon

If a newspaper has experts in the pressroom or elsewhere who would be hard to replace, it may be a candidate for an "expert system," a type of artificial intelligence.

Artificial intelligence is a field of study that is attempting to make computers understand people, according to Peter V. Pennisi, director of marketing for Unisys Knowledge Systems. Pennisi spoke at the workshop on "Voice Recognition and Artificial Intelligence."

In addition to computers that understand people, the workshop heard about computers that speak in human-like voices and understand the spoken word.

Expert systems are just one kind of artificial intelligence, Pennisi explained. He defined an expert system as an "intelligent computer program" that is used to solve difficult problems that require human expertise for their solution.

The programs may combine the knowledge of a number of human experts. One problem, he said, is that some experts don't know why they are experts. "You can ask somebody 'Why did you come to that conclusion?' and they'll say 'I don't know, I just felt good about it.'"

According to Pennisi, "thousands" of expert systems are being developed today.

The Graphic Systems Division of Rockwell International is developing one for the newspaper publishing business. Morton S. Balban, advanced products manager, said it will aid in the complex task of press "impositioning"—the layout of pages on the press.

Experts from The Times Mirror Co. collaborated in development of the system, the third version of which is being tested.

Expert systems apply to the printing industry because much of the industry's knowledge "is based on long-term experience and skills which require a lot of study and long apprenticeships," Balban said.

There also are newspaper applications for voice-recognition systems, another kind of artificial intelligence, according to Paula Wilson, national account manager for AT&T Conversant Systems.

Wilson described four areas in which voice recognition is used:

- "Terminals and devices to which you can talk." The "voice-activated typewriter" falls into this category.
- "Factory use," especially in the quality control area, where inspectors dictate their findings rather than taking notes, thus freeing their hands
- "Network based applications" that would, for example, allow a person to pick up a telephone and say "fire" and be connected to the fire department
- "Attendant automation and information services," which involves replacing a switchboard operator with a computer system that takes signals from a touch-tone phone and gives out the same type of information the operator would, except that it is prerecorded.

At a newspaper, a voice-response system can be used to answer the telephone and direct callers to press certain numbers on a touch-tone telephone to reach desired departments, such as classified advertising or circulation, Wilson said.

Once in the circulation department, the system can be used to allow the caller to do such things as suspend or restore service. "This can help you offset some of the problems of seasonal peaks in which people are going on vacation and suspending their service quite frequently."

In the classified department, the system can be to used to inform callers about payment systems and advertising formats before an advertising representative takes the call. If all ad reps are busy, the system can take a recorded message.

Not all of Wilson's suggestions met with immediate approval from her newspaper audience. "I enjoyed everything you said except that business where they (subscribers) have the opportunity to cancel their subscriptions with the push of a button," said workshop moderator James J. Rogers, business manager and director of production at the Oregonian Publishing Co. in Portland. "But we can work around that." □

Visitors leaving the Las Vegas Convention Center get a reminder that the show will return to the Eastern United States next year.

C. David Rambo

International Flavor

An unusually large number of people from countries other than the United States and Canada attended this year's Exposition and Conference.

The total was 1,224—nearly one in every 10 registrants. They came from 57 countries, seven of which had delegations of at least 50 people: Japan (166), England (138), Australia (101), Mexico (87), France (85), Brazil (71) and West Germany (63).

In conjunction with the event, the Inter American Press Association conducted a special program for Latin American members of the organization. And the International Press Telecommunications Council held its annual general meeting. Major topics of discussion at the latter meeting included worldwide availability of satellite-distribution facilities and world standards for the transmission of digitized news photographs.

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Newspapers' Bottom-Line Mentality Threatens Vigorous Journalism

BY EUGENE C. PATTERSON

To discuss competing for news in the future is to be assigned a rather obvious subject. It reminds me in its obviousness of a comment made by former Gov. Marvin Griffin of my home state of Georgia when he ran for re-election in 1962 and was defeated. He went to a TV station and they stuck a mike under his nose and said, "Mr. Griffin, to what do you attribute your defeat?" "Well," he said, "it appears to me that somebody has been eatin' my barbecue and votin' for the other fella."

It's equally obvious what we have to do to compete for news. Competing for news with whom?

It's not television. We've handled those bozos for 40 years now. We have the advantage of time over them. They have time only to sideswipe the news.

Radio we've handled for even longer.

Magazines? We have immediacy over them, plus mass marketing.

Our competition is not even shoppers and direct mail, because we have the news and they don't. That means that their demographic group is largely going to be confined to those people who move their lips when they read.

It's not cable, or computers or electronification in all manner and form. No, they don't represent our primary competitors for news.

I suggest that competing with one another for news is still our newspapers' warmest external challenge, and the healthiest one, as our aging cities mutate and sprawl out, and our suburbs become cities and sprout newspaper challengers to our aging, incautious dailies.

But for the true competition, I go "Pogo": The enemy is us.

The news business is exposed to the same virus that's infected the nation's business. Too often we're taking a financial approach to a creative enterprise: investing for short-term earnings instead of betting on long-term quality, settling for fatness in the bottom line now rather than building muscle for a stronger tomorrow, mistaking money and numbers for journalistic strength, buying and selling instead of sowing and reaping, making like the village banker instead of the town tribune, and getting pretty complacent about what's expected of us in the way of public service in return for that constitutional shield we wear.

Yes, in too many particulars we're reflecting the nation's economic problem. American manufacturers generally are paying an alarming price for their complacent sacrifice of quality on the altar of short-term gain, for their readiness to acquire instead of invent, to pile up debt instead of proving worth, and to produce fluff and glitter in place of lasting value.

I'm believer enough in fate and in the marketplace to believe that such drifting can get newspapers blind-sided as painfully as the automakers and electronic companies got hit when they quit counting the progression of the trade deficit and lost touch with quality control.

So, in addressing the future competition for news, I suggest we admit that our number-one liability is self-inflicted. We are seeing a lot of seemingly prosperous newspapers being nibbled by ducks because we're playing financier instead of publisher—saving money, we think, by ignoring quality instead of investing long term to increase it. On top of that, some of us are jacking up revenues in the short term by ratcheting up circulation rates even though that erodes the long-term asset of market share and invites in the competitor who only wants to eat our lunch. Professor Myron Tribus of the Massachusetts Institute of Technology said it well: "Quality is never your problem. It is the solution to your problem."

So on that theme—that quality in newspapers costs less than the long-term expense of ignoring it—I suggest we steal a line from Casey Stengel and start asking ourselves: Don't anybody around here still love this game and not just the money in it?

WHOLE JOURNALISM. Competing for news will require us to practice journalism whole. So what is whole journalism? It means—and I'm talking about our handling of news now—it means that editors will widen the view of our work, so that words, illustrations and page design are thought of as one, not apart, and handled whole. Machines are already doing that, you say. Macintoshes, electronic darkrooms, pagination and other technology generally are making

C. David Rambo

Patterson receives congratulations after delivering ANPA/TEC address.

Patterson, once a Pulitzer Prize-winning editorial writer, is chairman and chief executive officer of Times Publishing Co., St. Petersburg. This article is adapted from a speech he delivered June 8 at ANPA/TEC '87 in Las Vegas.

this blend of words and images for us. But you know that's not so. They're only dumb tools. Using them intelligently to integrate words and images will depend on the way we lead people to think about the blend.

In whole journalism, news coverage is moved onto two tracks—parallel tracks that simultaneously narrow local coverage and widen our view of the world so that the two parts make a greater whole. Our cities are growing and spreading and flowing together with their suburbs, so that our readers are becoming more cosmopolitan, demanding wider horizons, and seeking more worldly and less parochial coverage of the large news. At the very same time, those same readers are resisting being swallowed up in the metropolis and are demanding intensified, close-in coverage of the smaller parts of the metropolis—chicken-dinner coverage, if you will, of the smaller events that define the communities and neighborhoods where they're raising their families, paying their taxes and cussing the potholes. There's no contradiction here, just a doubling of the challenge.

These two tracks—hometown coverage of component communities and a more sophisticated view of a wider world—are complementary.

People are the indispensable element in making journalism whole.

So, heightened integration of words and images, deepened coverage of local and larger news—that's practicing journalism whole. The practice of this vision goes nowhere, of course, without our people. Our people make this whole thing happen. And our people have to be led by those of us who hired out to lead, and who owe them leadership toward the best long-term investment we can make: in quality.

In the news business, I submit, quality is going to have to mean color, well-printed color, generously and routinely used in our pages. We can't expect to compete with the brilliant color images in television and magazines without stretching ourselves to our own far limit. We can't be blobs of gray and last long in a media sky crossed with rainbows.

Quality surely is our cheapest investment in the future, because without it we might have no future.

Our people can make it all happen if we equip them intelligently, commit them aggressively toward the goal of quality and lead them with respect. People are the indispensable element in making journalism whole. Machines are simply the tools we hand them. It is our people who do the ultimate job that's necessary to compete for news and to prevail. It is we who have to remember that even though the news business is big business now, it needs to exemplify in its daily presence the big dream that freedom produces a more lasting value than a quick lick for a fast buck.

Whole journalism can infuse America with quality and worth, and fill our staff members with justified pride so they can tell their grandchildren they were not in this business just to make a living but to make a mark. □

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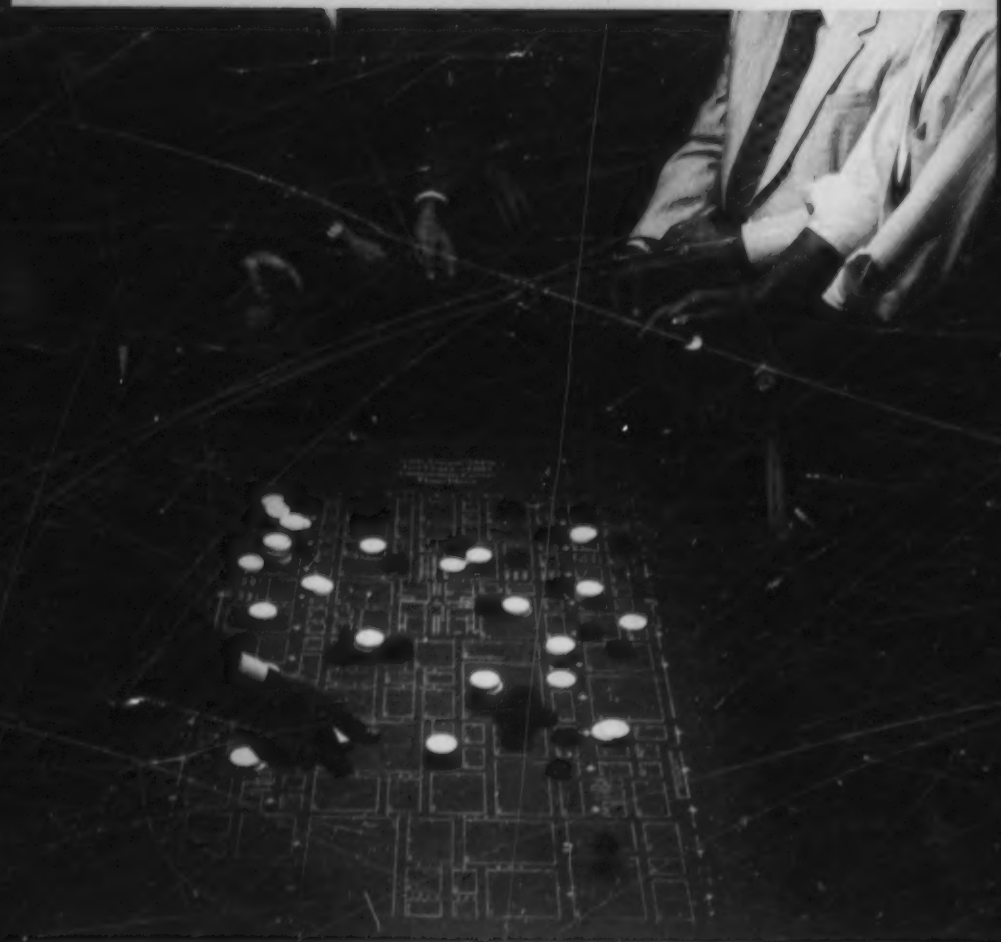


SOME PUBLISHERS CAME TO VEGAS AND GAMBLED ON THEIR FUTURES.

Alberto Ibargüen

Down-to-earth approach keeps him moving toward lofty heights

BY MARY A. ANDERSON
presstime staff writer

Alberto Ibargüen's first newspaper job carried a lofty title: senior vice president for finance and administration. But in that position at The Hartford Courant, the lawyer and one-time banker showed he had a common touch, as he helped to deflate a 1984 effort by the Teamsters to organize transportation employees.

"He was very well-liked, particularly by the rank-and-file," Courant Publisher and Editor Michael J. Davies recalls. "During that organization effort by the Teamsters, he rode circulation trucks and threw bundles of papers around and went out from midnight to 4 a.m., as a way to listen to the truck drivers and listen to what their grievances really were."

Ibargüen's willingness to go the extra mile, literally, caught the attention of the publisher of another Times Mirror Co. daily in the Northeast, Robert M. Johnson of Newsday, who was called in to assist the Courant during the labor dispute. "I was extremely impressed . . . not only with his intelligence, but with his can-do attitude," Johnson says. "What he lacked in experience in the newspaper business he more than made up [for] in intelligence and enthusiasm and everything else."

Now, three years later and at the age of 43, Ibargüen has another exalted title: assistant to the publisher [Johnson] and vice president for human resources and legal affairs at Newsday.

Johnson says Ibargüen is off to an impressive start, crediting him with much of the success of recent negotiations with the newspaper's pressroom, maintenance and transportation employees. Agreements to extend contracts three years—reached a full year ahead of expiration dates—assure the Long Island, N.Y., daily of settled labor relations for the next four years as it continues its push westward into New York City.

The Puerto Rican native's circuitous, 20-year route to the newspaper business began with a five-year stint with the Peace Corps in the late 1960s. Fresh from Wesleyan University in Middletown, Conn., with a bachelor's degree in history, he worked in Venezuela's Amazon territory and in Colombia.

Returning to the United States, Ibargüen enrolled at the University of Pennsylvania Law School, graduating in 1974. He then worked as a Legal Aid attorney serving Hartford's Puerto Rican community. Later, he became a private practitioner in commercial and real estate law, a bank executive, a television pundit, and the appointee of Connecticut Gov. William A. O'Neill and former President Jimmy Carter to a variety of commissions and agencies concerned with the arts, education, election law, corrections and Latin American affairs.

Ibargüen considers one of his earliest achievements to be his acclimation to the United States after his father, an executive for a pharmaceutical company, moved the family from Puerto Rico to Philadelphia. Alberto was 8 years old at the time and spoke only Spanish.

That experience has affected, and strengthened, him to the present day. "To meet that kind of challenge without dropping back, to meet it successfully, I think has a lot to do with a person's attitude about any kind of challenge later on," he says.

"My mother was insistent all of her life that we remember what our origins were," he recalls. "My father was just as strong that we had to adapt."

"My mother, till the day she died, spoke to me in Spanish. My father felt we had to master English. At our dinner table, if you didn't speak both, you were likely to lose half of the conversation."

While at Wesleyan, Ibargüen edited the college paper, the Argus, and considered journalism as a career before deciding on other pursuits. He found his way back to newspapers after five years as vice president and deputy general counsel at Connecticut National Bank. At the time, he was serving as a trustee of the Hartford Courant Foundation, where Publisher and Editor Davies got to know him.

"I wasn't seeking anything. I was perfectly happy where I was," Ibargüen says. When Davies offered him the senior vice presidency at the Courant, "I thought, why didn't I do this a whole lot earlier? I should have thought of this myself! I think nothing quite moves a community like a newspaper does."

During the two years Ibargüen worked at the Courant, his "great passion for ideas and politics" was very much in evidence, Davies says. "Even though he was on the business side with us, it was very difficult to keep him out of the newsroom. He likes news people, and he's interested in the kinds of issues they deal with."

Among the concerns in his human resources vice presidency at Newsday are programs to bring minorities to newspapers in greater numbers, and to develop them, and women, for greater leadership roles. Some of the traditional ways of thinking and hiring at newspapers hinder recruitment of qualified minority candidates, he says.

"I think there's a speed trap and an insularity trap," he adds. "I think both of those tend to work against outside groups" getting into the business.

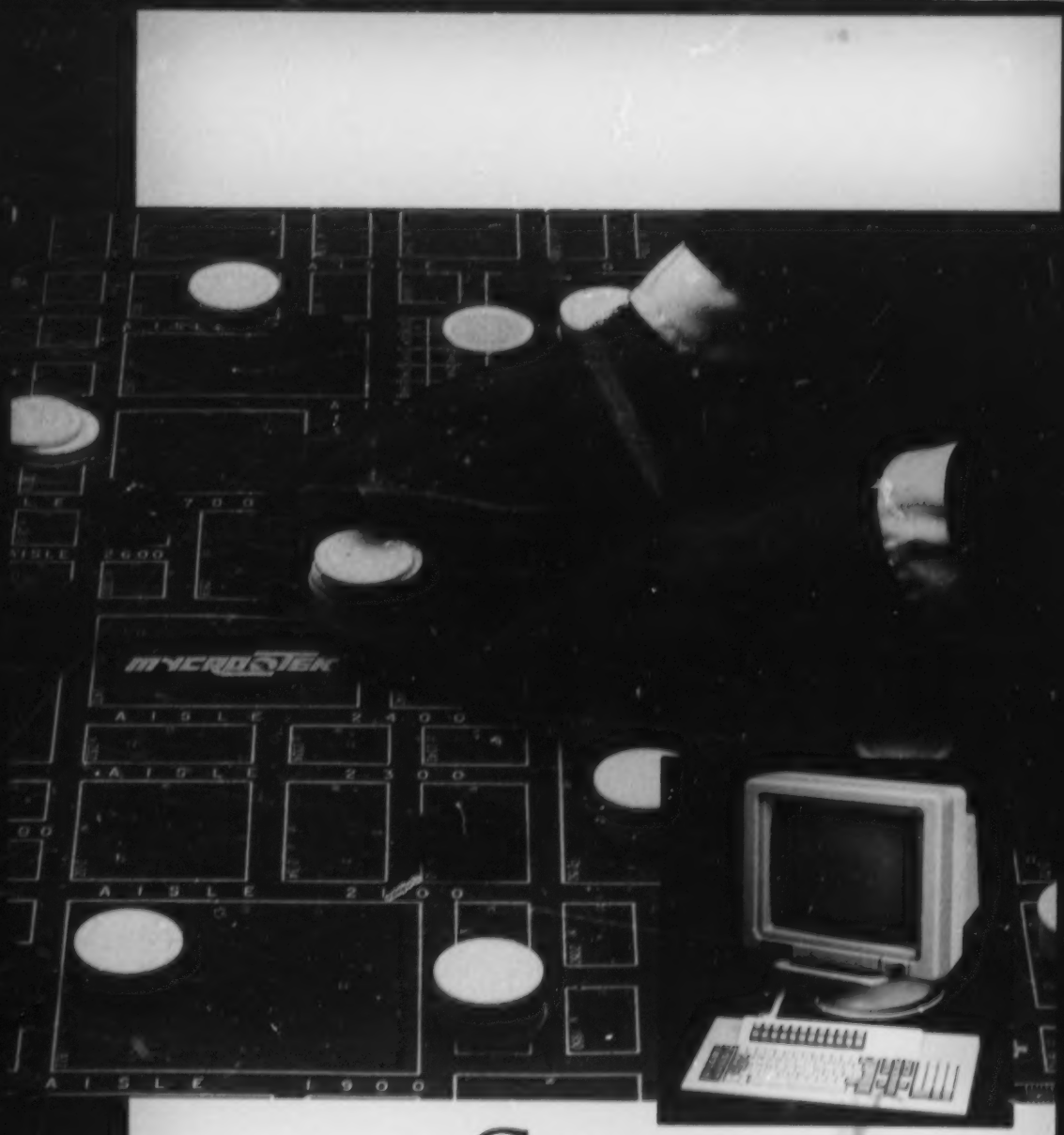
He explains: "Newspapers tend to fall into the 24-hour syndrome—you have an opening and, like everything else at a newspaper, it has to be filled yesterday." And newspapering "tends to be an insular type of industry." Coming from other businesses into newspapering, "I am still surprised at how much people know about other people in the business in other cities." The effect is that the industry grapevine is a powerful influence in filling positions.

One way that Newsday recruits minority candidates is to have one senior editor devote full time to that effort. Although he says the program needs more time to show conclusive results, Ibargüen says "I am satisfied we're making a serious effort at this time."

Several of Ibargüen's friends and associates, asked where they see him headed, repeatedly picture him as a future publisher. That would be "wonderful," he responds, but says his present goal is to do the best he can to achieve Newsday's goals on Long Island and in New York City.

"I think, long-term, he has three real areas of opportunity," Johnson says. "I think he could be whatever he wants to be in the community affairs area. He could be the senior human resource person at any newspaper in the country. Or, with a little more grounding in the newspaper business, he has some broader general-management potential. Certainly, he has the intellect, the manner of dealing with people about him."

Ibargüen and his wife, Susana, have a 12-year-old son, Diego. □



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Eliminating Anonymity In Editorials Can Make Them Sharper

BY ROBERT SCHMUHL

As an exercise in a course about opinion writing, I asked students earlier this year to read the editorials in several newspapers, large and small, and to select one that seemed especially successful for its substance and style. One student added a postscript to his comments on the editorial he chose: "Why is the writing of so many editorials bland and boring? It's as though there's no one behind what's being said."

The student's question and observation raise an issue that has received scant attention in recent years—the merit, or lack of it, of attributing the authorship of editorials.

After reviewing the debate over signed versus unsigned editorials, it's easy to see why the overwhelming majority of U.S. newspapers publish their views and opinions without crediting an individual writer. An editorial is an institutional rather than a personal statement. It deserves to be treated differently from personal commentary or whatever else appears on the editorial page.

In my opinion, however, anonymity is a principal factor contributing to the "bland and boring" editorials that troubled the student and seem so prevalent today. Absence of credit can reduce the pride a writer takes in his or her work, resulting in editorials that—in the phrase of Time journalism critic Thomas Griffith—"discuss the issues with the evenhandedness of a sociologist and the fervor of an accountant."

I think it's possible to remove the mask of anonymity without undercutting the editorial's integrity as an institutional statement. The technique I favor involves placing the writer's initials at the end. This practice already exists at a few U.S. newspapers, including the Emporia (Kan.) Gazette, which—at the direction of William Lindsay White, son of William Allen White—began to initial its editorials in the 1940s.

Schmuhl is associate professor of American studies at the University of Notre Dame, South Bend, Ind.

Initialing editorials provides authorial recognition in an understated yet useful way. The writer receives credit for composing the editorial, while the finished product appears in a manner quite distinct from a bylined column or even a signed editorial. Affixing this modest attribution can help spur the previously anonymous writer to present the views of the newspaper in a more engaging, spirited and possibly more persuasive way.

Robert Schmuhl

The history of editorial writing suggests it is time for a fresh approach to an old problem.

Back in 1951, James J. Kilpatrick asked in an essay in The Masthead, the publication of the National Conference of Editorial Writers, "Why do editorial pages, so much of the time, read like the treasurer's report at an Elks' convention?"

In the introductory essay to *Pulitzer Prize Editorials: America's Best Editorial Writing, 1917-1979*, W. David Sloan observed, "Though most recent winning editorials have been of acceptable quality, a large number of them seem to have at least one of two common problems: dullness of writing and lack of unity. Dullness seems much more prevalent today than in the early years of the award."

It is wishful thinking to suggest that assigning initials to editorials would provide a total cure. But this subtle form of credit gives the writer a greater stake in what's published, and this attitude can sharpen one's thinking and writing.

In addition, the practice (especially at larger newspapers) could engender a feeling on the part of readers that a human voice is speaking on behalf of what many people perceive to be an impersonal and remote institution. Someone would be behind a newspaper's stands and proposals, even though—and this is crucial—that individual would continue to use the first-person plural pronoun, "we," rather than the first-person singular, "I."

As I see it, a newspaper could carry the full names of its editorial writers in a box appearing on the editorial page. Readers could then match the initials with the names. Undoubtedly, given the institutional nature of editorials, the initials of more than one writer might appear in some cases.

Not every editorial would have to be initialed. A writer for a variety of reasons might not want any type of identification. What I advocate would be strictly voluntary.

Recently proposed legislation in South Carolina, which for the sake of accountability would prohibit unsigned editorials and result in a misdemeanor charge and a possible fine of $200, is both absurd and unconstitutional.

Earlier this year, Mobil Oil spokesman and media commentator Herb Schmertz proposed doing away altogether with "this turgid tide of intellectual pontification." In his syndicated column, he noted: "Editorial writers themselves refer to most of their pointing-with-pride and viewing-with-alarm as 'thumbsuckers.' It's time to find honest work for all those busy fingers."

Like so many proposals for reform, this one is easy but wrong. Editorials have a definite and significant role to play in the life of a newspaper and of the public it serves.

But awarding a small measure of authorial recognition through initialing would prove to be another step on the road to good writing throughout journalism. □

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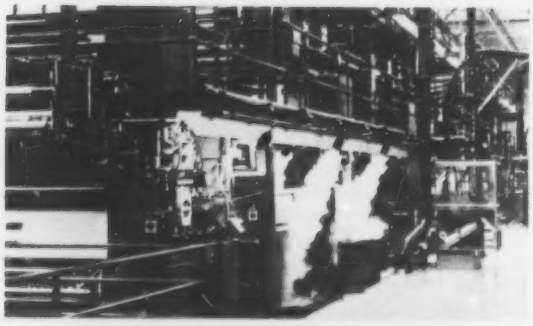

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COURTS

ANPA, others support Flynt in damages awarded Falwell

Courts violate the First Amendment if they exact damages for hurt feelings that inevitably arise when public figures are satirized, however outrageous that satire may be, ANPA and other media interests have told the U.S. Supreme Court.

The joint friend-of-the-court brief filed June 15 supports Hustler magazine Publisher Larry Flynt in his appeal of a $200,000 award to evangelist Jerry Falwell for "intentional infliction of emotional distress."

The Roanoke, Va., jury that determined the award had rejected the evangelist's claims of libel and invasion of privacy concerning Hustler's parody of a liquor ad—a fictitious interview that had Falwell describing his "first time" with his mother in an outhouse.

The verdict was upheld by the 4th U.S. Circuit Court of Appeals [**presstime**, June 1987, p. 78].

Parties in the brief in addition to ANPA are Richmond (Va.) Newspapers Inc., The Free Lance-Star Publishing Co., Fredericksburg, Va., The New York Times Co., The Times Mirror Co., the Virginia Press Association and the Magazine Publishers Association. The Association of American Editorial Cartoonists has filed a separate brief.

If the appellate court's decision stands, the joint brief argued, it would threaten all publishers' "ability to express freely their views in editorials, in editorial cartoons, and in other commentary on subjects of public concern, and to report harsh or provocative views expressed by others."

It added: "The publication out of which this case arises was, in the eyes of many, indecent and outrageous. Amici are supporting Hustler only because of the principle at stake in the case."

In other developments, the court:

- Declined to review a libel decision by the Montana Supreme Court that threw out a unanimous jury verdict favoring The Missoulian of Missoula and ordered a new trial. ANPA had filed a friend-of-the-court brief supporting the request by the newspaper's parent company, Lee Enterprises Inc., for review [**presstime**, June 1987, p. 78].
- Reinstated in a 5-to-4 decision the first-degree murder conviction and death sentence of John Harvey Adamson in the 1976 slaying of Don Bolles, an investigative reporter for The Arizona Republic.

Adamson's conviction had been upheld by the Arizona Supreme Court but struck down by a federal appeals court on double-jeopardy grounds. He was brought to trial after he reneged on a plea agreement to testify against others allegedly involved in the murder.

- Was asked to review a federal appeals court decision that threw out a jury's $2-million libel judgment against The Washington Post in the case brought by former Mobil Corp. President William P. Tavoulareas [**presstime**, April 1987, p. 41]. □

COURT BRIEFS

- The Justice Department announced June 16 it had terminated a two-year grand jury investigation into the 1982 **closing of The Cleveland Press** without taking any action.

It was investigating allegations of antitrust violations in the sale of certain assets of the Press to The Plain Dealer of Cleveland [**presstime**, Aug. 1985, p. 23].

- Former Sen. Paul Laxalt (R-Nev.) **dropped his $250-million libel suit against McClatchy Newspapers** [**presstime**, Jan. 1986, p. 35].

Both sides claimed victory under the settlement, in which neither party paid damages.

A joint statement said there had been no substantiation of a story that federal tax agents had suspected skimming at a casino while it was owned by Laxalt and his family.

- NASA is considering whether to appeal a federal judge's order to **release the tape of the final words** spoken by the crew of the ill-fated Challenger space shuttle. The ruling arose from a lawsuit by The New York Times.

- The 10th U.S. Circuit Court of Appeals has turned down Gannett Co.'s request for rehearing of its decision that **control of Santa Fe's daily newspaper**, The New Mexican, should be returned to former owner Robert M. McKinney. Gannett, which bought the paper in 1976, has not decided whether to mount a further appeal [**presstime**, June 1987, p. 79].

LEGISLATION

Efforts under way to exempt newsprint from proposed tax

ANPA has written to all 100 members of the U.S. Senate protesting the inclusion of newsprint in a proposed duty on imported goods.

The Association is seeking to get newsprint exempted from the tax, which could be as much as 1 percent of the value of the imported item.

"The imposition of such a duty runs counter to a 74-year history of duty free status," said Jerry W. Friedheim, ANPA executive vice president, in the letter to the senators.

ANPA traditionally has opposed any import duty on newsprint and in 1913 was successful in gaining the removal of a newsprint tariff that had been imposed at the time of the Civil War. Today, the only fee on imported newsprint is a customs "user fee" passed by Congress in 1986. ANPA also opposes that fee, according to Claudia M. James, ANPA assistant general counsel [**presstime**, Nov. 1986, p. 52].

Friedheim told the senators that newsprint typically accounts for about 25 percent of a newspaper's publishing costs and that based on the projected $4 billion in newsprint imports in 1987, the duty would "penalize" U.S newspapers $40 million. He called that a "heavy hand of federal taxation and a troubling precedent some future, less-enlightened, government could use as an economic lever over a formerly free press."

The import tax is part of a trade bill (S 490) that is pending in the Senate [**presstime**, June 1987, p. 78]. Tax revenues would be used to fund an assistance program for workers displaced by imports. In a position paper on the bill, ANPA argues that newspapers' importation of newsprint causes no dislocation to American workers because U.S. newspapers already purchase all of the domestic newsprint produced. □

'Fairness Doctrine' veto

President Reagan June 20 vetoed legislation to install the Federal Communication Commission's "fairness doctrine" as law. The American Society of Newspaper Editors was among the media groups that advocated the veto.

Also, the U.S. Supreme Court June 8 refused to review a federal appeals court ruling that the doctrine is not required by law [**presstime**, Oct. 1986, p. 47]. □

The 1986 Overseas Press Club Award
The Miami Herald
Juan Tamayo for "The Terror Network"
(Best daily newspaper or wire service
interpretation on foreign affairs)
First Prize

The 1986 Overseas Press Club Award
The Philadelphia Inquirer
Akira Suwa for "Inside Khadafy's Libya"
(Best photographic reporting from abroad
for newspapers and/or wire services)
First Prize

The 1986 Overseas Press Club Award
The San Jose Mercury News
Evelyn Richards and Lew Simons for
"The Trade War: Why Japan is Winning"
(Best business and/or economic reporting
from abroad for newspapers and/or wire services)
First Prize

The 1986 Overseas Press Club Award
The Detroit Free Press
David Turnley for his photos from South Africa
(Best photographic reporting from abroad
for newspapers and/or wire services)
Honorable Mention

The 1986 Overseas Press Club Award
The Philadelphia Inquirer
David Zucchino for South African reporting
(Madeline Dane Ross Award for the foreign
correspondent in a medium showing a
concern for the human condition)
Honorable Mention

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Soviet, Singapore officials defend policies at FIEJ

FIEJ, the International Federation of Newspaper Publishers, injected controversy into its annual meeting this year with speakers from the Soviet Union and Singapore, who defended their nation's press policies.

About 280 delegates and 190 guests gathered in Helsinki May 24-27 for the federation's 40th World Congress—50 more delegates than ever before, according to FIEJ Director Timothy Balding. Seventeen attendees were from the United States.

Balding attributed the response to the program featuring two controversial speakers, Gennadi Gerasimov, spokesman for the Soviet Union's Ministry of Foreign Affairs, and Brig. Gen. Lee Hsien Loong, Singapore's minister for trade and industry.

"We had tried to introduce an element of conflict that really had not existed in past FIEJ Congresses," said Balding, who recently became the federation's chief of staff. "There had been certain criticism that it was really a forum for publishers to preach at each other. This time, a deliberate attempt was made to introduce controversial questions, and I think the final speakers' lineup reflected that."

Gerasimov spoke about the new Soviet policy of *glasnost*, or openness. He quoted Winston Churchill on the Soviet Union and then amended the late British prime minister's statement. "Sir Winston said once that Russia is a riddle wrapped in an enigma. . . . My amendment is that the Russian riddle is not wrapped in an enigma any more. And if you have a closer look, there is no riddle at all. Because now we have *glasnost*."

Gerasimov suggested that the Soviet Union is more open to foreign views than are foreign countries to Soviet views. "We are purchasing 2,200 titles of foreign newspapers and magazines totaling over 4.2 million copies to be sold at newsstands or delivered to subscribers," he said. "We spend almost five times as much on purchasing Western periodicals compared to what Western countries are paying to buy Soviet periodicals."

The head of the ministry's Information Department, Gerasimov described what it does to assist foreign correspondents based in Moscow and criticized the treatment of Soviet journalists elsewhere. He said that while the Soviet Union does not limit the number of foreign press, some Western countries, including the United States, Canada and Great Britain, impose quotas on Soviet journalists. He also complained about the length of time it takes Western countries to issue visas and to accredit Soviet journalists.

He labeled as "abnormal" the working conditions of Soviet journalists in the United States, saying they are discriminated against in obtaining official documents from the White House, the State Department and Congress.

In his address, Lee defended Singapore's action limiting the circulation of The Asian Wall Street Journal and the Asian edition of Time magazine for refusing to print corrections demanded by the government. He described the measures as being designed to prevent misinforming citizens of his country.

Singapore "does not object to foreign correspondents reporting about us in any way they choose to foreign audiences, provided they get their facts right," he said. However, when "foreign-based journalists with significant circulations in Singapore start to report on Singapore for a Singapore audience, the government has to take care."

Among other developments during its congress, FIEJ passed a resolution supporting efforts of the Dominican Newspaper Society to repeal laws requiring the licensing of journalists.

In another recent meeting, the International Press Institute staged its General Assembly in Latin America for the first time. Among seven resolutions passed were two concerning the region: One welcomed recent advances in press freedom, particularly in the host countries of Argentina and Uruguay; the other expressed concern about the status of press freedom in such countries as Colombia, Chile, Paraguay and Nicaragua. □

UNESCO postpones media conference

After Western media associations announced they would boycott it, a planned conference on UNESCO's 1978 Mass Media Declaration was postponed—"probably until December," organizers said.

The UNESCO-sponsored conference, being arranged by the Prague-based International Organization of Journalists, was to have taken place in June in Tampere, Finland [**presstime**, April 1987, p. 45].

The Western media groups are concerned the meeting would reopen controversial issues. □

ANPA looks favorably on rate proposal

Although ANPA continues to analyze new rates proposed in May by the U.S. Postal Service, the Association has concluded on a preliminary basis that the rate package looks favorable to the newspaper business.

"We applaud the Postal Service for beginning to move in the right direction by recognizing more than in the past the value that third-class mail has for its users," said Donald E. Newhouse, an ANPA director and chairman of the Association's Postal Rate Case Group. The group was formed recently by ANPA Chairman George W. Wilson to plan ANPA's participation in the pending rate case. It replaces the Joint Postal Task Force, which has been disbanded.

Newhouse, president and general manager of The Star-Ledger in Newark, continued: "We hope that during the rate case the increases in first-class rates can be moderated. And we trust that the Rate Commission will continue to give great weight to the educational and cultural value of second-class mail."

Under the USPS proposal, third-class rates would rise 22-32 percent [**presstime**, June 1987, p. 79]. Relatively modest increases are proposed for second-class. The benchmark first-class stamp would increase from 22 to 25 cents.

Also in the rate case, ANPA, Merrill Lynch & Co. and other volume first-class-mail users have formed a group that will argue first-class bears excessive USPS costs. □

'Plus' comment sought

The Postal Rate Commission has asked for proposals on whether postal regulations should be changed regarding "plus issues," another term for total-market-coverage programs.

The commission said it wants to ensure that the rules effectively preclude TMC programs from using second-class rates, as both the commission and U.S. Postal Service want [**presstime**, Feb. 1987, p. 41]. □

Canada Post struck

Canada Post letter carriers in late June were engaged in a "rotating" strike that was having little impact on newspapers.

Only larger mail centers had been struck, said a Canada Post spokesman. Workers remained on the job in smaller communities where newspapers rely more heavily on mail delivery. □

Some people just can't seem to let a good thing stand.

Take the Staggers Rail Act of 1980—one of the most successful pieces of legislation in history.

A group called Consumers United for Rail Equity (C.U.R.E.)—backed primarily by the coal and utilities industries—wants to take an ax to the Staggers Act.

They don't say that, of course. They say they want to "perfect" the act..."reform" it..."fine-tune" it.

But if you read the legislation they have proposed, you will quickly see that, in critical areas, they want to reimpose the same stifling regulation—and more—that almost destroyed the railroads.

Never mind that most railroad customers—87 percent of those questioned in a recent survey—are happy with the Staggers Act and don't want it changed. Never mind the observable fact that the partial deregulation provided by the Act brought the railroads back from the brink of disaster, resulting in efficiencies and improved service for all who use rail.

Never mind, even, that the freedom to set rates and make contracts with less regulatory interference did not result in massive rate increases.

Many rates—coal and grain rates in particular—have gone down in recent years.

The interests represented by C.U.R.E. think they can use federal and state governments to lower their rates still further.

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To get facts, write Media Information, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 712. Or if you're against a deadline, call (202) 639-2555.

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Proposed fee could boost bills for information services

The Federal Communications Commission June 10 proposed requiring "enhanced service" providers such as packet-switching companies to pay a fee for connection to local telephone networks. Currently, such companies have an exemption from these interstate access charges.

The change would mean dramatically higher costs for some newspaper companies' electronic information services.

"Anyone who offers an electronic information service is likely to be affected to the extent that they use packet-switched networks," said Jane Wilson, ANPA assistant director/telecommunications affairs. "That would include such services as Dow Jones' News/Retrieval and Knight-Ridder's VU/TEXT."

The FCC estimated the added cost could be as much as 9 cents a minute, or $5.40 an hour.

"We are very concerned about it," said Thomas Pace, communications counsel for Dow Jones & Co. It could mean a doubling of communications costs, said Pace, vice chairman of the ANPA Telecommunications Committee. Currently, communications costs average about $5 an hour, he said.

In the case of News/Retrieval, subscribers don't pay the communications costs directly; they are "imbedded" in the cost of the service. The prospect of an increase in communications costs raises "some really interesting marketing questions," Pace said.

By press time, the FCC had not released the text of its proposal or a date for public comments. □

Justice Department says NYNEX service violates AT&T consent decree

After an investigation requested by ANPA, the Justice Department has concluded that operation of a public-access videotex system by NYNEX Corp. violates the AT&T consent decree.

Operation of the system, at the Jacob Javits Convention Center in New York, "appears to be an information service," said Barry Grossman, chief of the Communications and Finance Section of the department's Antitrust Division.

The AT&T consent decree prohibits any of the divested Bell operating companies such as NYNEX from providing information services. Grossman added that even if the videotex system is not an information service, NYNEX may not provide it, absent a court granted waiver, because it is not "exchange telecommunications" or "exchange access service"—the only activities expressly allowed under the decree.

NYNEX must cease the prohibited activities or modify its involvement in the project to include only those activities allowed under the decree and under waivers granted to NYNEX, Grossman said.

A NYNEX spokeswoman said the company was preparing a response to the Justice Department and declined comment "until the Department of Justice has had a chance to react to our response and conclude its investigation." □

Greene to hold hearings on BOC proposal

Three days of hearings on the Justice Department's recommendation to allow the regional Bell operating companies to provide information services and for other changes in the AT&T consent decree have been scheduled by U.S. District Judge Harold H. Greene.

Publishing companies and ANPA will be given 20 minutes on July 1 in which to make their case against removal of the information services restriction [**presstime**, June p. 78].

They will be represented by Washington, D.C., attorney Richard E. Wiley. Greene asked the parties to address, among other questions, how a videotex service like France's Minitel could be offered.

Additionally, the Justice Department in late May modified its recommendation concerning the conditions to which a BOC must agree before it may provide information services directly or through an affiliate.

The department said the changes are intended to make clear that the conditions are meant to prohibit "discrimination that would affect competition between BOC information services and other information services." □

Media-related parties try to scuttle Florida tax

Media interests, advertisers and marketing executives are sticking to three strategies in last-ditch efforts to derail Florida's new 5-percent tax on professional services that goes into effect July 1: lobby, litigate or leave.

The emphasis is on the latter two, as attempts at persuasion and threats of advertising boycotts have not budged Gov. Bob Martinez, Florida legislators and revenue officials [**presstime**, June 1987, p. 82].

Now the threats are becoming a reality as at least seven national advertisers and dozens of associations and corporations have canceled plans to advertise or hold meetings in the Sunshine State.

The biggest hope of tax opponents is that the Florida Supreme Court will find the levy constitutionally deficient. The court's advisory opinion, expected in early July, would not have the force of law but probably would make enforcement impossible, media lawyers say.

If the court gives the tax its blessing, however, "we would then pursue it at the federal level," said Richard Shelton, executive director of the Florida Press Association.

In the meantime, Florida coffers may not receive all proceeds of the tax for some time. Some newspapers and other businesses might collect the tax, but hold it in escrow until the legal issues are resolved, he said.

State revenue officials issued their regulations to implement the tax June 23, the day after the Supreme Court heard oral arguments for and against it.

While the focus has been on Florida, other states have rejected new taxes on advertising or circulation.

In a close call, the West Virginia legislature struck a 5-percent advertising and circulation tax from its budget bill just two weeks before the July 1 effective date.

In Texas, a tax on circulation was repealed. □

Media tax upheld

Los Angeles-area newspapers have lost the latest round in their four-year battle to overturn a city tax on media revenues that assesses $1.25 a year per $1,000 in gross receipts [**presstime**, Dec. 1983, p. 21].

A California appeals court upheld the tax, saying it does not impede publication. The newspaper companies, including The Times Mirror Co. that has paid $4 million under the tax since 1983, plan to appeal the case to the California Supreme Court. □

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Publishers' plan to evaluate programs spurs charges of accrediting duplication

Publishers in the Pacific Northwest have embarked on a $200,000, two-year pilot program to evaluate and support undergraduate journalism programs that "share our commitment to quality and improvement in newspaper-related programs."

The program, sponsored by the publishers' regional association, Allied Daily Newspapers, has come under fire in some quarters. Journalism educators and other critics have charged that it may duplicate the accreditation work of the national Accrediting Council on Education in Journalism and Mass Communications. They also have said that the publishers are trying to manipulate the academic domain with standards stressing practicality over theory [**prsestime**, July 1986, p. 70].

Some newspapers combat illiteracy with these T-shirts on which they imprint their own nameplate. Cost is $5 apiece plus shipping for bulk orders of more than 100. For information, contact Carolyn Ebel Chandler, ANPA Foundation manager/literacy programs, The Newspaper Center, Reston, Va., (703) 648-1251.

Allied President Ted M. Natt, publisher and editor of The Daily News, Longview, Wash., said the program is intended to be positive. It's a chance for publishers "to put some money where our mouth is to improve the quality of journalism education in the region."

"We're not in the accrediting business. We're in the evaluating business," Natt said.

The project calls for member newspapers to pay 2.5 cents per paid subscriber this year, and 5 cents next year, thus raising $100,000 per year beginning in 1988 for scholarships, internships at newspapers for educators, on-campus programs and a $10,000 "Excellence in Journalism Education" award to the most exemplary institution, in the judgment of the publishers.

The newspapers also will focus their job-recruitment efforts on the schools they designate as "recommended," based on the evaluation. Those that are trying to achieve the criteria will be "provisionally recommended."

Any of the 14 colleges and universities in the region can opt not to participate. Those that do participate will return a questionnaire by Sept. 30, before evaluating teams from the newspapers begin their visitations in October.

Some of the criteria include:

- Practical, professional backgrounds of faculty and continuing efforts to refresh their practical experience at least once every four years
- Involvement with newspapers through programs that bring editors or other newspaper executives to the schools
- Active intern programs in all sequences
- A curriculum that places a premium on basic skills, with checks on student competency and adherence to the accrediting standard that graduates earn 75 percent of their credits in non-journalism courses, such as the liberal arts or business
- Research programs with strong practical value and application
- The quality of the library, physical plant and equipment
- Active job placement programs
- Active minority recruitment programs. □

Bicentennial 'Celebration of Citizenship' gets $900,000 more in funding

With nearly $1 million in new corporate support for "A Celebration of Citizenship," the Sept. 16 event honoring the 200th anniversary of the U.S. Constitution has expanded beyond the schools to involve the U.S. general public.

With its broadened scope, the event has been labeled the "premiere event" for programs of the Commission on the Bicentennial of the United States Constitution. The commission is cosponsoring the "Celebration of Citizenship" with ANPA Foundation and 12 national educational organizations.

Of the $900,000 donated by Xerox and Nabisco Brands Inc., $500,000 will support the Foundation's administration and promotion of the program, and $400,000 will go to the commission for expenses of a public event being planned on Sept. 16 in Washington, D.C.

For a nationwide telecast that day at 1 p.m. EDT, top administration and government officials are being invited to lead the Pledge of Allegiance, and retired Chief Justice Warren E. Burger—head of the bicentennial commission—will read and explain the meaning of the Preamble to the Constitution.

"There are many ways for newspapers to become involved, through editorials, advertising and coverage," said Claudia Haskel, ANPA Foundation's project director for "A Celebration of Citizenship."

Also on the 16th, schools throughout the nation will conduct teach-ins about the Constitution in preparation for the following day's observance of the signing of the document [**prsestime**, March 1987, p. 58].

The New York Times is designing two public service advertisements about the televised event and about ways citizens can learn more about their rights and responsibilities under the Constitution. The camera-ready, full-page ads and a media kit with updated program information will be mailed to ANPA-member newspapers in early August.

Newspaper In Education coordinators have been sent copies of suggested teaching guidelines for the Sept. 16 activities. With the increased corporate funding, they will now receive additional copies in camera-ready form to distribute in their communities, plus new "how-to" guides for parents and other interested adults. □

Task Force sets schedule for job fairs

The Task Force on Minorities in the Newspaper Business has announced its schedule of fall job fairs to increase employment of minorities in all newspaper departments. The fairs will be jointly sponsored with the American Society of Newspaper Editors.

The schedule is:

- Oct. 9-10 in Tucson, together with Tucson Newspapers Inc.
- Oct. 15-17 in Washington, D.C., with The Courier-Journal of Louisville
- Oct. 29-31 in Miami, with The Miami Herald.
- Nov. 5-6 in Chicago, with the Chicago Tribune.
- Nov. 5-7 in San Francisco, with the San Francisco Chronicle.
- Nov. 12-14 in Ann Arbor, Mich., with The Ann Arbor News and Booth Newspapers Inc.
- Nov. 12-14 in Atlanta, with the Atlanta Journal and Constitution.
- Nov. 12-14 in Denver, with The Denver Post.

Additionally, one fair will be sponsored solely by ASNE: Oct. 22-24 in Raleigh, N.C., with The News and Observer and The Raleigh Times. □

Foundation invites minority fellowship applications

ANPA Foundation is now accepting applications for minority fellowships for the last six months of 1987.

The fellowship program, which began in 1981, will enable 12 minority employees at newspapers to attend one of 11 newspaper-business seminars.

The seminars are sponsored by such organizations as ANPA, the American Press Institute, The Poynter Institute for Media Studies, the American Society of Newspaper Editors and the Newspaper Personnel Relations Association.

Fellowships pay for seminar, travel, hotel and meal expenses. Nominations by newspaper executives, journalism school administrators or by potential fellows themselves (with a supervisor's recommendation) are due by July 31. For more information, contact Nancy Osborn of the Foundation at (703) 648-1053. □

Ombudsmen, journalists' insularity, Sunday magazines are explored

BY GUIDO H. STEMPEL III

Is the newspaper ombudsman a press critic or a public-relations practitioner?

A study by James S. Ettema, associate professor of communication studies at Northwestern University, and Theodore L. Glasser, associate professor of journalism at the University of Minnesota, reports there are elements of both.

Guido H. Stempel III

They sent a questionnaire dealing with the role of the ombudsman to the 33 members of the Organization of Newspaper Ombudsmen. Thirty-two members responded.

The questionnaire included a list of 11 activities—six related to public relations and five to press criticism. Respondents were asked to rate them on a six-point scale. Four of the public-relations activities had higher ratings than any of the press-critic items: giving readers a sense the paper cares, sensitizing reporters and editors to readers' concerns, sensitizing management to readers' concerns, and changing the way readers see the paper.

Heading the press-criticism activities in importance were providing hard-hitting critiques of reporters' and editors' work and changing the way reporters and editors do things.

The ombudsmen also were asked about their orientation or loyalties—whether toward readers, the newspaper or divided between the two. The finding was that their strongest loyalty is to readers.

On the other hand, they indicated that the most important source of problems they deal with is that readers don't understand problems journalists face.

This study is reported in the spring 1987 Journalism Quarterly.

• • •

Several studies in recent years have suggested that journalists may be too insulated from the public. A study reported in the spring 1987 Journalism Quarterly suggests this problem may have been overstated.

Judee Burgoon, Michael Burgoon and David Buller of the Department of Communication at the University of Arizona and Charles Atkin of the Department of Communication at the University of Michigan studied two groups of journalists.

One was 489 journalists at 10 newspapers selected with the help of the American Society of Newspaper Editors. The other was 1,118 journalists from 83 group-owned newspapers from all geographic regions.

Sixty-two percent of the ASNE sample said they had "a lot of contact with people in walks of life different from my own," and 75 percent said they discussed news events with non-journalists. Sixty-eight percent said non-journalists ask them about things in the news, but only 46 percent seek non-journalists' opinions about the news.

In the ASNE sample, 46 percent said they think journalists should be involved with outside groups and activities, but only 35 percent said that they actually were.

Results for the larger sample were similar.

• • •

In my April column, I reported on a study that asked newspaper publishers about Sunday magazines. It found that a majority did not feel that a Sunday magazine affected either circulation or advertising.

A study Belden Associates of Dallas conducted in the Detroit market last September for Parade, the nationally distributed Sunday magazine, offers a somewhat different perspective. Readers did express some affinity for Sunday magazines.

Respondents were asked how disappointed they would be if the Sunday magazine were no longer distributed with the paper. Fifty-seven percent of the Detroit Free Press readers said they would be very disappointed or somewhat disappointed if Parade were no longer included.

The study also found that 34 percent of the Free Press readers said Parade contributed very much to their enjoyment of the paper. Another 36 percent said the magazine contributed somewhat to their enjoyment of the newspaper. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

TV news 'myth' debunked

An article in TV Guide magazine debunks the popular notion that readers get more news from television than from newspapers.

The article by staff writer Joanmarie Kalter cites results from several studies to disprove what she calls a "myth."

The misconception began with this question asked by the Roper Poll since 1959: "I'd like to ask you where you usually get most of your news about what's going on in the world today." Latest results show that 66 percent cite television, and only about a third say newspapers.

Critics say the question is too general because most people can't recall precisely where they picked up a given piece of information. "It asks you to sort through the issues in your mind, pinpoint what and where you learned about each, tag it, and come up with a final score," Kalter wrote. "Not too many of us can do it, especially since we get our news from a variety of sources."

Kalter said that when a person is asked specifically whether he or she watched a TV newscast or read a newspaper *yesterday*, the results are different. For example, in a study by sociology Professor John Robinson of the University of Maryland, 67 percent of those interviewed said they read a newspaper the previous day, compared with 52 percent who said they had watched a local or network TV newscast. □

SPJ,SDX to consider code of ethics change

The board of directors of The Society of Professional Journalists, Sigma Delta Chi, has recommended dropping a censure provision from its code of ethics.

The provision was included when the current code was adopted in 1973, but some members have felt trying to enforce sanctions could result in lawsuits.

The board recommendation will be submitted to the full membership at the society's annual meeting Nov. 11-14 in Chicago. □

This year 8 Pulitzer Prizes went to newspapers with VU/TEXT electronic libraries.

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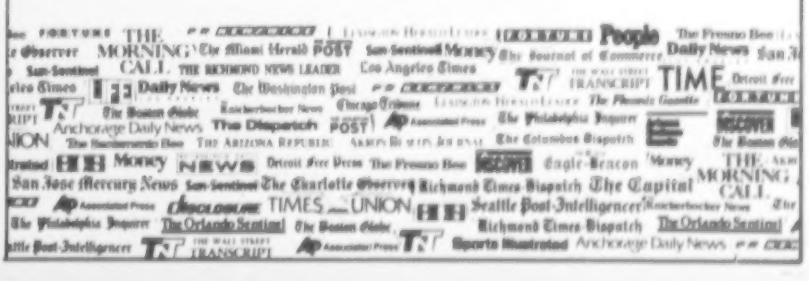


New weekly offering targets people over 50 years old

A syndicated weekly news package designed for readers over 50 years of age is being offered by The New York Times Syndication Sales Corp.

Maturity News Service will consist of a weekly package of about seven news and feature stories, a column by a contributing editor, and photos and graphics.

The service is the brainchild of Rob Roy Buckingham, formerly an editor for United Press International and The New York Times News Service. Buckingham approached the American Association of Retired Persons, which agreed to finance the service's launching.

Buckingham said a feasibility study showed there was a need for coverage for people over 50, who will represent 23.4 percent of the population by the year 2000, according to U. S. Bureau of the Census figures. □

Woman-man duo to replace Ann Landers

A headline in The New York Times put it this way: "Ann Landers's Footsteps: 4 Feet Will Fill Her Shoes."

A woman and a man were selected by the Chicago Sun-Times to replace advice columnist Landers (real name Eppie Lederer), who changed syndicates and skipped to the Chicago Tribune in March [**prestime**, June 1987, p. 88].

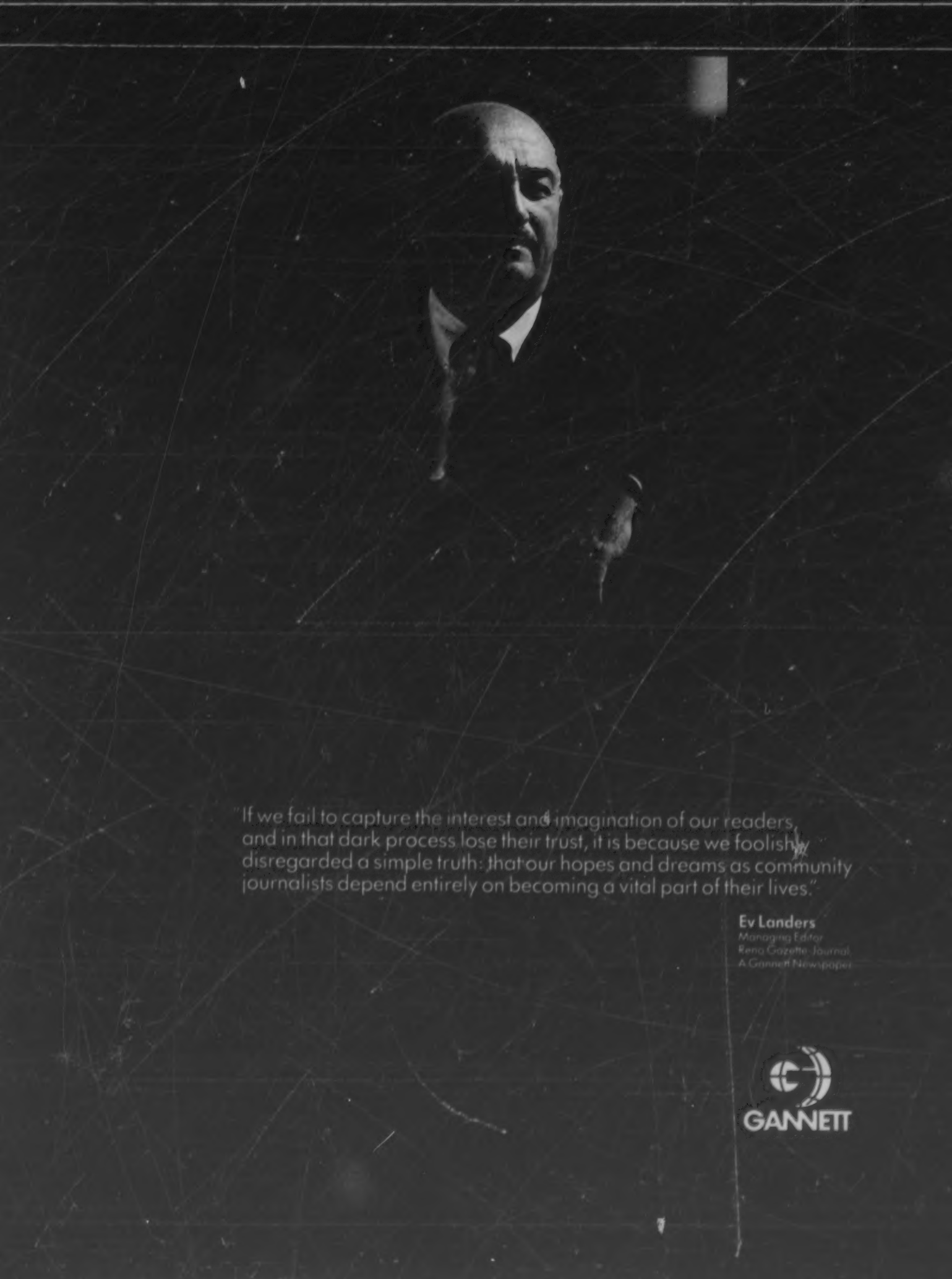
The two are Diane Crowley, 47, a Springfield, Mass., lawyer and divorced mother of two grown sons whose own mother, Ruth Crowley, wrote the original Ann Landers column for the Sun-Times until her death in 1955; and Jeffrey Zaslow, 28, a Wall Street Journal staff writer.

The two will give up their other occupations to write their columns, which were scheduled to make their debut June 28. After that, the columns were scheduled to appear on alternate days.

Crowley's column will be called "Your Problems", Zaslow's will be called "All That Zazz." □

Herblock joins Creators

Herbert L. Block, three-time Pulitzer Prize-winning syndicated editorial cartoonist with The Washington Post as "Herblock," joined the new Creators Syndicate June 1 [**prestime**, March 1987, p. 56]. □



"If we fail to capture the interest and imagination of our readers, and in that dark process lose their trust, it is because we foolishly disregarded a simple truth: that our hopes and dreams as community journalists depend entirely on becoming a vital part of their lives."

Ev Landers
Managing Editor
Reno Gazette-Journal
A Gannett Newspaper

GANNETT

Newspapers honored for fleets' driving records

Twenty-one U.S. and Canadian daily newspapers won awards in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

Awards were made to the three newspapers with the best safety records of their delivery vehicles, based on miles traveled in 1986, in each of seven divisions.

The 726 newspapers participating in the 1986 campaign operated 14,761 vehicles a total of 319,316,737 miles and achieved an accident rate of 1.46 per 100,000 miles. More than 150 newspapers had no reportable accidents during the year, and each received a certificate of merit.

Since the campaign began in 1941, participating newspapers have recorded more than 8 billion miles of driving and experienced an overall accident rate of 1.72 per 100,000 miles.

The campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for vehicles used in newspaper delivery [**presstime**, June 1986, p. 66].

Winners for 1986 were:

Private motor carrier division

Group A: Newspapers with daily circulation up to 20,000; 92 newspapers operated 325 vehicles 5,839,109 miles with 64 accidents.

• First place: **Portsmouth (Ohio) Daily Times** operated 21 vehicles 572,555 miles without an accident.

• Second place: **Agana (Guam) Pacific Daily News** operated 19 vehicles 247,529 miles without an accident.

• Third place: **Medicine Hat (Alberta) News** operated nine vehicles 225,903 miles without an accident.

Group B: Newspapers with daily circulation 20,001 to 50,000; 158 newspapers operated 1,159 vehicles 22,082,538 miles with 325 accidents.

• First place: **Casper (Wyo.) Star-Tribune** operated 6 vehicles 641,220 miles without an accident.

• Second place: **Mesa (Ariz.) Tribune** operated 33 vehicles 388,053 miles without an accident.

Practice makes perfect for drivers.

• Third place: **Ravenna (Ohio) Record-Courier** operated 35 vehicles 387,904 miles without an accident.

Group C: Newspapers with daily circulation 50,001 to 100,000; 95 newspapers operated 1,012 vehicles 20,083,006 miles with 498 accidents.

• First place: **Lubbock (Texas) Avalanche-Journal** operated 21 vehicles 807,532 miles without an accident.

• Second place: **Tulsa Tribune** operated one vehicle 50,985 miles without an accident.

• Third place: **Rockford (Ill.) Register Star** operated five vehicles 30,908 miles without an accident.

Group D: Newspaper with daily circulation in excess of 100,000; 209 newspapers operated 7,066 vehicles 153,312,450 miles with 3,484 accidents.

• First place: **Orlando Sentinel** operated 31 vehicles 734,202 miles without an accident.

• Second place: **Tulsa World** operated seven vehicles 155,064 miles without an accident.

• Third place: **Columbia (S.C.) State and Record** operated 31 vehicles 1,542,870 miles with one accident.

Contract motor carrier division

Group A: Newspapers with daily circulation up to 25,000; 128 newspapers operated 1,866 vehicles 34,060,671 miles with 59 accidents.

• First place: **Dover (Del.) State News** operated 61 vehicles 1,576,080 miles without an accident.

• Second place: **Ashland (Ky.) Daily Independent** operated 52 vehicles 978,391 miles without an accident.

• Third place: **Clarksville (Tenn.) Leaf-Chronicle** operated 50 vehicles 813,518 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000; 101 newspapers operated 2,205 vehicles 50,002,036 miles with 63 accidents.

• First place: **Boise (Idaho) Statesman** operated 130 vehicles 3,598,580 miles without an accident.

• Second place: **Saginaw (Mich.) News** operated 99 vehicles 2,473,190 miles without an accident.

• Third place: **Alexandria (La.) Daily Town Talk** operated 117 vehicles 2,405,676 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000; 39 newspapers operated 1,128 vehicles 33,936,927 miles with 165 accidents.

• First place: **Wichita Eagle-Beacon** operated 62 vehicles 1,876,496 miles without an accident.

• Second place: **Tulsa World** operated 50 vehicles 1,370,567 miles without an accident.

• Third place: **Los Angeles Herald Examiner** operated six vehicles 598,553 miles without an accident. □

Carriers give editors news tips from their routes

Adult carriers at The Ledger in Lakeland, Fla. (morning, circulation 79,023), are doubling as news tipsters. Circulation Director Samuel Diaz said the newspaper has run several stories that originated from one of the paper's 200 carriers.

The Ledger's executive editor, Louis M. (Skip) Perez, said: "The carriers are our eyes and ears. They're really an indispensable news source."

Because the carriers are out early in the morning, they often see things like automobile crashes or fires and see or hear of other newsworthy events that reporters may not find out about until later, Perez said.

The carriers and district managers have been provided with a list of editors and photographers who can be called in predawn hours, Perez said. He and Managing Editor Bruce Giles try to attend breakfast meetings with the carrier force at least once a month to compare story ideas. □

Bismarck Tribune tries three-tier pricing

In a newspaper-business rarity, The Bismarck Tribune (morning, circulation 28,341) has begun charging three different single-copy prices—35 cents for weekdays except Wednesday, 50 cents for Wednesday and $1.25 for Sunday.

The Wednesday paper, which is the food-day edition replete with grocery ads and coupons, averages 48-52 pages, said Paula Redmann, promotion manager and human resources coordinator.

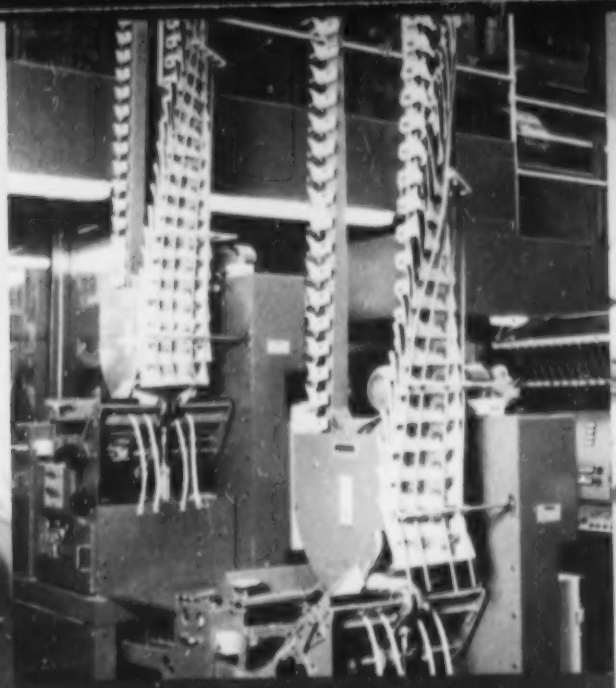
Other weekday editions, including Saturday, average 20-24 pages, and the Sunday paper averages 72.

"I've been wanting to try this for years," said William N. Roesgen, publisher of the Lee Enterprises Inc. paper. "Circulation is always higher on those two days (Wednesday and Sunday). Obviously there is a perceived greater value for those two papers."

The Tribune, which switched from an evening to a morning publication schedule April 6, instituted the three-tier price system June 7. Its vending machines were modified to accept the three different levels of payment on the appropriate days.

Roesgen said there has been no dropoff of circulation since the price change.

The Toronto Star also has three prices—$1 for the large Saturday weekend paper, 60 cents for Sunday and 25 cents weekdays. □



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Papers adapt to law on aliens

Compliance with the new Immigration Reform and Control Act has not proved to be onerous, newspaper executives say.

In fact, some got a head start and began checking the citizenship status of new hires well before the law's requirement to do so kicked in June 1.

"It's no big deal for us," said Jo-Ann Bradley, human resources director for the Fort Myers (Fla.) News-Press, one of the newspapers that started checking earlier. "We thought the biggest problem would be in hiring night inserters for the mailroom, but it did not arise."

Still, some grumbles are being heard within the industry because of requirements of the new law, which went into effect Nov. 6 and provides criminal and civil penalties for employers who knowingly hire aliens not authorized to work in the United States [**presstime**, Dec. 1986, p. 70]. The U.S. Immigration and Naturalization Service, citing a delay in mailing a handbook explaining the law to employers, said it would wait until July 1 before issuing warning citations to employers who violate the law.

Newspaper executives say the biggest burden is going back and getting required documentation from people hired between Nov. 7 and May 31. Employers have until Sept. 1 to record on INS Form I-9 information about those employees, but for those hired after May 31 the form must be completed within three business days of the hire.

That documentation must be kept on file for possible inspection by INS personnel.

[The Senate in late May approved a budget-bill amendment that would, if enacted, suspend enforcement of the act's penalties on employers until Oct. 1.]

The St. Petersburg Times revamped its employment application forms before June 1 to explain the law to applicants and to tell them what documentation they must provide if hired. Acceptable documents include one showing identity, such as a driver's license with a picture, and one showing authorization for employment in the United States, such as an original Social Security card, a U.S. birth certificate or an unexpired INS employment authorization form. One form of identification that establishes both identity and employment eligibility is a U.S. passport. The employer must certify that the documents have been examined by a company representative.

In the beginning, said Allen R. Dwyer, personnel manager of the St. Petersburg paper, some job applicants were indignant when they found out they would have to prove their eligibility to work. "There's not too much resistance now," he said.

The burden of compliance is, of course, heaviest on those who hire many employees, especially newspapers like the Times that use employees to deliver. In 1986, for example, the Times hired 1,188 part-time and 313 full-time employees.

"It's another administrative chore," said Cleatis R. Carroll, personnel director for Donrey Media Group in Fort Smith, Ark. Carroll and others report squabbles with people who say they have lost their Social Security cards or who do not have a driver's license containing a photograph.

Gerald W. Wright, director of personnel and industrial relations for The Tampa Tribune, said the company makes a photocopy of all documents submitted, although that is not required by the law.

"It's a burden to follow up by the third day," he said. "Our adult carriers are employees scattered in 20 counties throughout the state."

Wright said a training program for circulation area and district managers was started to explain to them what they are required to do before they place a person on a route. "If you let a person slip through, you've got potential problems with the Immigration and Naturalization Service if they make an inspection. These people [carriers] never go through the personnel office" where the paper work is normally done by experienced people.

One of the largest employers in the newspaper business, the Los Angeles Times, is also in the state with the largest number of immigrants. The Times normally hires about 200 full- and part-time employees a month, said Gerald J. Alcantar, manager/staffing and policy communications.

The newspaper has conducted training programs for managers and supervisors in outlying offices to explain the law and the requirement that all applicants be treated the same. Alcantar noted that certain illegal immigrants can be hired until Sept. 1, 1987, if they certify they have applied or intend to apply for amnesty under an INS "special rule."

The law is "not difficult to apply," Alcantar said. "It's just the logistics. It will become commonplace."

ANPA member-newspapers desiring information about the new law should contact either the Human Resources Department or the Legal and Government Affairs Department at The Newspaper Center, Reston, Va. Also, INS has opened a toll-free, 24-hour hot line to provide information—(800) 777-7700.

—Clark Newsom

Ralph Barrera, Austin American-Statesman

A notice about the new law, in English and Spanish, is posted in the employment office of the Austin (Texas) American-Statesman.

Arbitrator sustains discharge in drug-testing case

The discharge of an Albuquerque Publishing Co. mailer for refusing to take a drug test has been sustained by an arbitrator.

The case is the second known arbitration in the newspaper business involving drug testing. In 1986, an arbitrator overturned the discharge of a truck driver at The Baltimore Sun for refusing to submit a urine specimen for drug screening [**presstime**, Dec. 1986, p. 69].

The Albuquerque case arose from a surprise search for drugs and alcohol at the company [**presstime**, July 1986, p. 74], which handles non-editorial functions for the Albuquerque Journal and The Albuquerque Tribune. Hearings have been concluded in another arbitration there involving the discharge of a mailer who tested positive for drug use; a decision is expected later this summer.

In upholding the mailer's discharge for refusing to take the blood and urine test, Arbitrator J.C. Fogelberg found "reasonable" a posted rule that states: "Employees who appear to be under the influence of alcohol, drugs or other substances . . . will submit to blood/urine or other accepted tests if requested to do so by the employer."

Fogelberg pointed out that the rule does not constitute random testing and is limited to those employees who appear to be "under the influence." The grievant had failed to pass a "field sobriety test" administered by the company's security director, who had extensive experience in giving such tests.

The arbitrator said the formulation of rules was reasonable "given the circumstances of drug usage and dealings in the plant." In 1985, a mailroom employee was injured on the job, and drugs were discovered to have played a part in the accident.

The grievant was represented by Mailers' Union No. 156, which had agreed to observe the company's rules so long as they did not conflict with the labor agreement. The arbitrator found the grievant was aware of the rule.

"The record does not support the charge of unreasonableness, bias or improper conduct on the part of management as the union has alleged," Fogelberg said. "Rather, it demonstrates that a serious problem existed, that management undertook a careful and somewhat lengthy study of the problem, and then implemented a wide-ranging program to deal with it." □

Additional arbitration awards

Des Moines Register, Mailers: Clifford E. Smith ruled that the company did not violate the labor agreement when it hired an extra crew to work on Sunday inserts, which deprived journeymen of overtime work.

Greensburg (Pa.) Tribune-Review, CWA: Irwin J. Dean Jr. upheld the union in finding that lifetime job guarantees in a labor agreement covering printers survived the agreement's expiration date.

Houston Post, GCIU: John F. Caraway sustained the five-day disciplinary suspension of a union steward for failure to obey a supervisor's orders.

New York Daily News, Deliverers: Janet Maleson Spencer reduced the punishment of a delivery department foreman who falsified payroll records; instead of being discharged, he was suspended for 21 months and demoted to driver.

Newsday, Long Island, N.Y., CWA: Daniel House upheld the dismissal of a disabled printer who had last worked in 1977.

San Jose Mercury News, Guild: William B. Gould IV found that a reporter was transferred in violation of the agreement.

Seattle Post-Intelligencer, Guild: Alan R. Krebs ruled that the company violated the labor agreement when it refused to allow a photographer to include seven letters from co-workers in his personnel file in response to a supervisor's warning letter.

Seattle Times, IBEW: Philip Kienast upheld the union by ruling that swing or graveyard shift premium pay should be included in the pay for vacations and holidays not worked.

Tacoma (Wash.) News Tribune, Mailers: Kienast ruled that job guarantees given mailers by the newspaper's former owner ceased when the paper's assets were sold.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Private investigation ignites NLRB case and lawsuit

Local 41 of The Newspaper Guild is appealing the refusal of a National Labor Relations Board regional office to issue a complaint against the Providence Journal Co. for investigating a Guild employee.

In a related action, the person who was investigated is suing the Journal Co. and a private investigative agency.

The case began when the Providence Guild filed charges with the NLRB alleging that the company violated the Taft-Hartley Act by hiring Equifax Inc. to check the background of Susan Zucker, the union's new interim administrator.

Michael F. Walsh, the NLRB acting regional director in Boston, concluded there was insufficient evidence that the company had violated the act.

"Essentially," he said, "the investigation extended only to the educational background and employment history of Zucker, and was ordered by the employer for the limited purpose of permitting the employer to become more knowledgeable about the professional qualities of the person with whom it could reasonably expect to be dealing in collective bargaining."

There was no evidence that the investigation unlawfully interfered with the administration of the union, Walsh said.

In a separate action, Zucker is suing the company and Equifax for $1,050,000. Filed in U.S. District Court, the suit alleges that the two companies illegally used computerized personal information about her.

The Guild represents more than 450 editorial and commercial employees at The Providence Journal and The Evening Bulletin. □

Wage and salary survey project expedited

Efforts by ANPA in conjunction with the Inland Daily Press Association and other newspaper associations to establish an annual, industry-wide wage and salary survey are progressing.

The ANPA Board of Directors has designated the project "high priority" and directed that it be expedited. ANPA Senior Vice President Thomas C. Fichter said a proposal for conducting the survey and disseminating the information gathered soon will be considered by an advisory group of newspaper compensation experts.

Planning for the survey began in October 1986 [**presstime**, Nov, 1986, p. 74]. □

After six-day Sunpapers strike, Guild comes to terms

The first U.S. newspaper strike in more than a year ended June 17 when striking editorial and commercial employees returned to their jobs at The Sun and The Evening Sun in Baltimore.

Non-union and supervisory personnel continued publication and distribution of the two papers during the six-day strike by Local 35 of The Newspaper Guild. Members of five other local unions representing engravers, mailers, pressmen, printers and truck drivers observed the Guild picket lines.

The company rented trucks, driven by supervisory and managerial personnel, to deliver the papers.

"It is normal in the collective-bargaining process for disputes to arise," said Publisher Reg Murphy. "This one simply got out of hand."

The Guild struck one day after the labor agreement expired. Members of the same local representing editorial and commercial employees at The Washington Post have continued to work since their contract expired July 9, 1986.

Key issues in the Baltimore negotiations were general salary increases, payment of health insurance premiums and a two-tier wage system under which suburban reporters are paid less than those in the city.

The Guild had been seeking an annual 8-percent wage increase in a three-year contract. The company's final offer, which was accepted by the union's members, will increase wages an average of 4 percent a year. The top minimum pay for reporters with five years' experience will go from $700 to $790 in the final year of the contract.

The agreement also calls for employees to help pay for health insurance premiums for the first time. The premiums will cost employees up to $7 a week, depending on the coverage they choose. Under one available plan, employees will pay nothing. Future premium increases will be shared by the company and employees.

The two-tier wage system will continue, but the pay of suburban reporters will increase from 50 percent to 60 percent of city salaries at the end of the three years.

Guild members ratified the new agreement 258 to 110 in a paper-ballot vote.

The Sunpapers were purchased in 1986 by The Times Mirror Co. of Los Angeles. □

AP

Union members form picket line at entrance to Baltimore newspaper building.

Pension plan covering UPI technical workers will be terminated

A pension plan covering technicians and operators at United Press International who are represented by Division 47 of the United Telegraph Workers is being phased out under an agreement with the union.

But contrary to published reports that the plan would be terminated Aug. 1, Division 47 Chairman and Secretary-Treasurer Gerald Balistreri said in late June that no termination date had been agreed to by union members of a joint pension committee. The committee has three union representatives and three from the company.

He said the union had agreed with UPI to terminate the plan "as soon as possible" during negotiations for the most recent labor agreement. It did so when it also agreed to the elimination of 16 of 51 jobs [**presstime**, Jan. 1985, p. 66].

The wire service proposed terminating the plan Aug. 1, but Balistreri, who is one of the plan's six trustees, said he "has no figures" on which to base a decision and needs more time.

Under the termination plan, pensioners would receive an annuity that would pay them an amount equal to or more than their current pensions. Balistreri said 27 employees represented by Division 47 are still working at UPI. Plan participants who have not retired would receive lump-sum payments under a formula to be determined by the trustees.

UPI said the plan is over-funded and that a notice of the intent to terminate it will be filed with the federal Pension Benefit Guaranty Corp., an agency within the U.S. Department of Labor. □

Recent contract settlements

San Francisco Newspaper Agency, Guild: Forty-three-month agreement covering editorial and commercial employees, retroactive to July 1, 1986.

Seattle Post-Intelligencer, Guild: Four-year agreement covering editorial and business office employees, effective July 22, 1986.

Seattle Times, Guild: Four-year agreement covering editorial and commercial employees, effective July 22, 1986.

(Details in July 1987 ANPA Labor & Personnel Relations Letter.)

The Pulitzer Team from left, Flora Rathburn, metro editor; Andy Schneider, public health writer; Vince Musi, photographer; Angus McEachran, editor, holding Pulitzer Gold Medal; Henry Daubner, editorial writer; Matthew Brelis, general assignment reporter; Madelyn Ross, managing editor. Missing is Rob Rogers, editorial cartoonist.

JOURNALISM'S HIGHEST HONOR SHARED WITH THE TEAM

When the winner of the 1987 Pulitzer Gold Medal for public service was announced over the wire at The Pittsburgh Press, the spotlight was on Andrew Schneider and Matthew Brelis. It was their documentation of medical and substance abuse problems among commercial airline pilots that led to major reforms in pilot medical reviews—and increased passenger safety.

Yet Schneider and Brelis were the first to shine the spotlight elsewhere, to recognize metro editor Flora Rathburn, who edited the series; photographer Vince Musi, who illustrated it; the many staff members who helped in numerous other ways; and the editors who have made a commitment to in-depth reporting.

The efforts that led to the second consecutive Pulitzer for The Pittsburgh Press represent a commitment to excellence that dominates the newsroom.

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SCRIPPS HOWARD NEWSPAPERS

COMMITTED TO EXCELLENCE

New York Daily News settles race-discrimination suit

The New York Daily News reached an out-of-court settlement June 10 with four black editorial employees who had sued the newspaper for racial discrimination.

A Manhattan federal District Court jury found in April that the newspaper had discriminated against the four between 1979 and 1982 by giving them fewer promotions and lower salaries than were given white editorial workers with comparable experience and qualifications.

The settlement, undisclosed by the parties but widely reported as a $3.1-million package, came two days after the damages phase of the case began June 8 [**presstime**, June 1987, p. 102].

John M. Dunleavy, assistant to Daily News Publisher James Hoge, would neither confirm nor deny the $3.1-million figure. He said Hoge had no comment on the settlement beyond a joint statement by the News and the plaintiffs. That statement said the settlement was "a method of putting this unfortunate dispute to rest while accommodating the interests and concerns of both sides."

The settlement also enabled the News to resolve a related suit brought by the federal Equal Employment Opportunity Commission.

David W. Hardy, the lead plaintiff, said the settlement "bodes well for the future of minorities at the News, as well as the paper itself."

About $1.5 million of the settlement will reportedly go for lawyers' fees and other expenses, such as repaying a $90,000 loan from New York Local 3 of The Newspaper Guild, half of which was a loan to the local from the parent union. The plaintiffs will divide the rest. □

Judge reduces $550,000 award in discharge case

A judge has reduced from $550,000 to $64,000 a jury's award of damages to a discharged classified advertising manager at the Visalia (Calif.) Times-Delta.

A jury had awarded Mark Johnson $325,000 for breach of implied contract, $75,000 for negligent infliction of emotional distress and $150,000 in punitive damages [**presstime**, April 1987, p. 62].

But Judge David L. Allen threw out the award for emotional distress and punitive damages. And he reduced to $64,000 the "excessive" damages for breach of contract.

He said the jury's awarding of $325,000 was based on the assumption that Johnson's level of income would never match or exceed the salary he received at the Times-Delta. There was no evidence that Johnson would continue to suffer a loss of earnings the next 27 years of his work life as the result of his discharge, the judge said.

Johnson refused to accept the $64,000 and has appealed to the California Court of Appeal.

(Johnson v. Visalia Newspapers Inc., No. 122968) □

Newspapers shut down in British Columbia during general strike

Ten of the 17 daily newspapers in British Columbia were among the casualties when up to 300,000 union members participated in a 24-hour general strike.

Among those not publishing on the day of the demonstration, June 1, were the dailies in the province's two principal cities, Vancouver and Victoria. Also, The Globe and Mail of Toronto was unable to print its national edition in Vancouver but shipped in copies printed in adjacent Alberta.

The strike was called by the British Columbia Federation of Labor to protest proposed changes in the province's labor laws that would reduce the power of unions. The legislation would, among other things, put restrictions on the ability of unions to strike.

All industries in British Columbia were crippled by the strike, and union leaders warned the government that more demonstrations can be expected unless the labor bill is withdrawn. □

Minimum wage increase set in Ontario, Quebec

The general minimum wage in the Canadian provinces of Ontario and Quebec will rise from $4.35 to $4.55 an hour effective Oct. 1, 1987. The increase amounts to 4.6 percent, and the rate will be reviewed annually.

In the United States, bills are pending in Congress to increase the federal minimum wage in three steps from the current $3.35 an hour to $4.65 by Jan. 1, 1990. □

'Shoe' **By Jeff MacNelly**

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Speeches

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Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Isaiah Thomas and the Year 2000
Stanton R. Cook, president and chief executive officer, Tribune Co., and publisher, Chicago Tribune. Remarks made in accepting the Isaiah Thomas Award in Newspaper Management, Rochester Institute of Technology, April 30

On the Responsibilities of the Press
Vermont Royster, editor emeritus, The Wall Street Journal. Press-Enterprise Lecture Series, University of California, Riverside, March 17

The Problem of Punitive Damages in First Amendment Cases
Arlin M. Adams, retired judge, 3rd U.S. Circuit Court of Appeals. Madison First Amendment Dinner. Hershey, Pa., April 8. (Or see June 1, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Mount Pleasant, S.C. 29464.)

From the Ninth International Smithsonian Symposium: Constitutional Roots, Rights and Responsibilities, Washington, D.C., May 18-23:

The People, the Press and the Constitution
Robert F. Erburu, chairman and chief executive officer, The Times Mirror Co., Los Angeles

The Press as a Representative of the People: At What Cost?
Everette E. Dennis, executive director, Gannett Center for Media Studies, New York City

From the 40th World Congress of Newspaper Publishers and the International Federation of Newspaper Publishers annual meeting, Helsinki, Finland, May 24-27:

Presentation of the 1987 Golden Pen of Freedom
Giovanni Giovannini, FIEJ secretary general

Golden Pen of Freedom Acceptance Speech
Juan Pablo Cardenas, editor, Analisis, Santiago, Chile

The Increasing Importance of Telecommunications for the Distribution of Information
William D. Rinehart, ANPA vice president/technical

Developing a Free Press in the South—and Does the North Really Care?
Dana R. Bullen, executive director, World Press Freedom Committee, Reston, Va.

Press Credibility: A Statutory Right of Reply—Why Britain Should Not Have It
Kenneth Morgan, director, The British Press Council, London

Financing Media Projects in Rural Areas of the Third World
Wim van Norden, president, Foundation for Communication in Development-Cooperation, Amsterdam, the Netherlands

The Helsinki Accords—Freedom or Fallacy for the World Press
Gennadi Gerasimov, spokesman for the Soviet Union Ministry of Foreign Affairs

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ANPA state-by-state survey details record newsprint consumption

Daily newspapers in the United States consumed a record 8,865,127 metric tons of newsprint in 1986, an increase of 1.6 percent from the previous record of 8,724,521 tons set a year earlier.

ANPA's annual state-by-state survey of newsprint consumption also shows that Vermont had the largest percentage increase between 1985 (7,486 tons) and 1986 (8,716), 16.4 percent. Next highest were New Hampshire (9 percent), Virginia (8 percent), Maine and Maryland (7.2 percent each) and Wyoming (6.4 percent).

New York, which used 924,216 tons, had the biggest increase in actual tonnage consumed—19,967 tons. California remained the number-one state in newsprint consumption, using 1,209,945 tons—13.6 percent of the national total.

Net increases were recorded in 32 states as well as in the District of Columbia.

Alaska had the largest percentage decrease, 10.6, or 2,480 tons. Texas had the biggest decrease in tonnage 38,174 tons (710,621 vs. 748,795).

Regionally, the Northeast had the largest percentage increase in newsprint use between 1985 (2,139,702 tons) and 1986 (2,215,977)—3.6 percent. The North Central states followed at 2.2 percent. Then came the South at 0.7 percent and the West at 0.2 percent.

The annual ANPA survey [presstime, July 1986, p. 81] covered 1,751 general-circulation daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. Together, they accounted for 74.3 percent of 1986's estimated newsprint consumption by all U.S. users of 11,937,000 tons—an increase of 3 percent and also a record. All users include weekly newspapers, commercial printers, free-distribution publications, comic sections and the government.

The 1.6 percent increase in consumption by U.S. dailies supersedes a preliminary estimate that had indicated an increase of 2.5 percent [presstime, March 1987, p. 72]. The preliminary estimate was based on stratified data from newspapers in ANPA's statistical sample.

The new consumption report was based on a poll of every daily newspaper in the United States. □

CPU, Abitibi-Price ratify new 3-year contract

The Canadian Paperworkers Union and Abitibi-Price Inc. ratified an agreement in June on a new three-year contract.

Workers will receive a 25-cents-an-hour increase in the first year, 45-cents-an-hour increase in the second and a 4.5-percent raise in the third.

The contract also includes better pension benefits.

Union membership had approved a strike vote in May [presstime, June 1987, p. 108], but the subsequent agreement averted a walkout.

However, members of the CPU and the Pulp, Paper & Woodworkers of Canada held a peaceful strike June 1 that idled 18 mills in British Columbia for a day. It was part of a province-wide strike called by the British Columbia Federation of Labor to protest a legislative measure that would give employers and the government broader powers to intervene in labor negotiations. (See story, p. 72.)

The BCFL has threatened to repeat the work stoppages until the proposed legislation is dropped.

In the United States, negotiations continue between the United Paperworkers International Union and Inland Empire Paper Co. at Inland's Millwood, Wash., mill and between the Association of Western Pulp & Paper Workers and Boise Cascade Corp. at its Steilacoom, Wash., mill. The contracts expired May 31. □

State-by-state newsprint consumption by U.S. daily newspapers*

	1986	1985	% change		1986	1985	% change
Alabama	73,747	71,395	3.3	Nebraska	46,280	47,719	-3.0
Alaska	20,930	23,410	-10.6	Nevada	39,677	39,453	0.6
Arizona	145,578	149,646	-2.7	New Hampshire	21,059	19,316	9.0
Arkansas	48,679	50,074	-2.8	New Jersey	355,148	338,334	5.0
California	1,209,945	1,196,556	1.1	New Mexico	29,062	28,884	0.6
Colorado	190,968	195,139	-2.1	New York	924,216	904,249	2.2
Connecticut	103,844	108,420	-4.2	North Carolina	159,656	153,292	4.2
Delaware	16,952	16,150	5.0	North Dakota	13,096	13,146	-0.4
District of Columbia	241,695	234,437	3.1	Ohio	344,077	334,095	3.0
Florida	568,719	554,656	2.5	Oklahoma	79,205	82,485	-4.0
Georgia	198,892	187,586	6.0	Oregon	93,570	90,730	3.1
Hawaii	27,868	27,302	2.1	Pennsylvania	430,116	410,608	4.8
Idaho	15,793	16,909	-6.6	Rhode Island	41,010	38,870	5.5
Illinois	445,436	438,667	1.5	South Carolina	71,446	68,076	5.0
Indiana	143,167	139,261	2.8	South Dakota	9,649	9,664	-0.2
Iowa	73,612	70,203	4.9	Tennessee	119,182	115,386	3.3
Kansas	42,158	43,144	-2.3	Texas	710,621	748,795	-5.1
Kentucky	71,914	72,843	-1.3	Utah	37,719	39,492	-4.5
Louisiana	117,918	121,894	-3.3	Vermont	8,716	7,486	16.4
Maine	24,375	22,738	7.2	Virginia	142,713	132,189	8.0
Maryland	116,012	108,210	7.2	Washington	137,564	137,399	0.1
Massachusetts	307,492	289,679	6.1	West Virginia	29,904	30,715	-2.6
Michigan	332,537	313,199	6.2	Wisconsin	128,418	127,482	0.7
Minnesota	128,161	125,976	1.7	Wyoming	6,379	5,997	6.4
Mississippi	36,191	35,596	1.7				
Missouri	171,347	174,246	-1.7	Total	8,865,127	8,724,521	1.6
Montana	12,714	13,323	-4.6				

Regional newsprint consumption by U.S. daily newspapers*

	1986		1985		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	310	2,215,977	313	2,139,702	3.6
North Central	545	1,877,938	544	1,836,803	2.2
South	589	2,803,445	589	2,783,778	0.7
West	307	1,967,767	306	1,966,238	0.2
Total	1,751	8,865,127	1,752	8,724,521	1.6
Total consumption by all U.S. users		11,937,000		11,587,000	3.0

*Metric tons

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May consumption climbs for dailies, others

Newsprint consumption for all U.S. users in May was 3-percent higher than May 1986. The consumption increase for the first five months of the year was 2.3 percent.

For U.S. daily newspapers, consumption increased 5.1 percent in May and 3.6 percent for the five-month period.

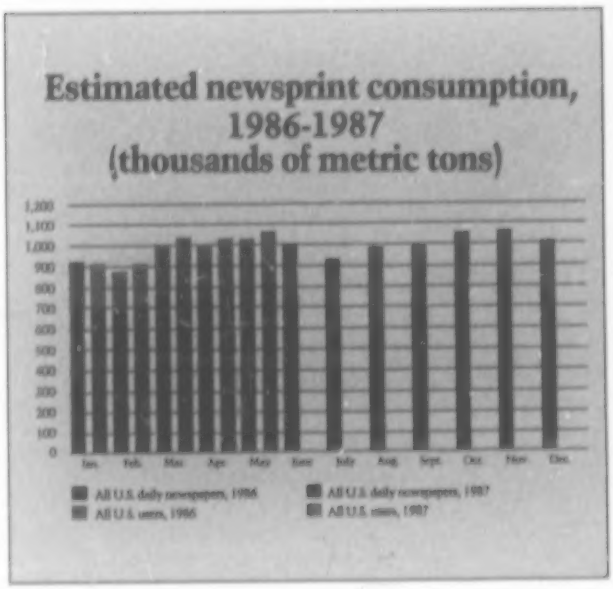
Production at Canadian mills increased 4.2 percent in May and was up 6 percent for the five months.

U.S. production was 1.8-percent above the May 1986 figure and 1.7-percent higher for the five months.

The May operating rates were 97 percent for Canadian mills and 94.2 percent for U.S. mills.

Domestic shipments from U.S. mills in May increased 3.3 percent from the same month a year earlier, while exports decreased by 16.2 percent.

Canada's May shipments to the United States increased 4.6 percent, while those within Canada were up 3 percent and those to overseas customers rose 13.2 percent.



Estimated consumption of all U.S. daily newspapers[1]

Region	April 1987(p)	April 1986	% Change
Northeast	200,848	190,773	+ 5.0
North Central	162,047	157,333	+ 3.1
South	245,698	235,318	+ 4.4
West	170,919	162,028	+ 5.5
Circulation Size			
up to 25,000	63,670	50,480	+ 26.1
25,001-100,000	158,416	148,937	+ 6.4
Over 100,000	556,936	545,935	+ 2.0
April totals	779,013	745,352	+ 4.5
Four-month totals	2,956,167	2,866,270	+ 3.1
Region	**May 1987(p)**	**May 1986**	**% Change**
Northeast	214,097	196,711	+ 8.8
North Central	168,633	162,057	+ 4.1
South	251,672	244,488	+ 2.9
West	174,643	166,565	+ 4.8
Circulation Size			
up to 25,000	63,417	51,553	+ 23.0
25,001-100,000	164,545	155,346	+ 5.9
Over 100,000	581,083	562,922	+ 3.2
May totals	809,045	769,821	+ 5.1
Five-month totals	3,765,212	3,636,091	+ 3.6

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
May 1987	586,327	91,057	133,850	811,244
May 1986	560,318	92,279	118,216	770,813
Five months 1987	2,878,662	479,535	626,315	3,984,512
Five months 1986	2,727,921	447,990	557,858	3,733,769
Increase	+ 150,741	+ 31,545	+ 68,457	+ 250,743
	+ 5.5%	+ 7.0%	+ 12.3%	+ 6.7%
From U.S. mills				
May 1987	427,085		25,262	452,347
May 1986	413,267		30,144	443,411
Five months 1987	2,017,633		133,623	2,151,256
Five months 1986	1,951,816		121,690	2,073,506
Increase	+ 65,817		+ 11,933	+ 77,750
	+ 3.4%		+ 9.8%	+ 3.7%
From North American mills				
May 1987	1,013,412	95,057	159,112	1,267,591
May 1986	973,585	92,279	148,360	1,214,224
Five months 1987	4,896,295	479,535	759,938	6,135,768
Five months 1986	4,679,737	447,990	679,548	5,807,275
Increase	+ 216,558	+ 31,545	+ 80,390	+ 328,493
	+ 4.6%	+ 7.0%	+ 11.8%	+ 5.7%

Estimated consumption of all U.S. users

	1987	1986	% Change
March totals	1,037,369(r)	1,003,915	+ 3.3
April totals	1,032,556(r)	999,777	+ 3.3
May totals	1,065,768(p)	1,034,975	+ 3.0
Five-month totals	4,949,107(p)	4,837,491	+ 2.3

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
March 1987	874,026	35	6
March 1986	903,602	38	6
April 1987	869,316(r)	35(r)	5
April 1986	889,273	37	6
May 1987	849,197(p)	36(p)	6(p)
May 1986	870,106	37	6
Canadian mills			
May 1987	323,378	—	—
May 1986	360,919	—	—
U.S. mills			
May 1987	46,668	—	—
May 1986	95,481	—	—

Production

	Canada	U.S.A.	North America
May 1987	815,871	453,841	1,269,712
May 1986	782,687	446,035	1,228,722
Increase	+ 33,184	+ 7,806	+ 40,990
	+ 4.2%	+ 1.8%	+ 3.3%
Five months 1987	4,030,686	2,148,850	6,179,536
Five months 1986	3,804,291	2,112,492	5,916,783
Increase	+ 226,395	+ 36,358	+ 262,753
	+ 6.0%	+ 1.7%	+ 4.4%

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons

[2]Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

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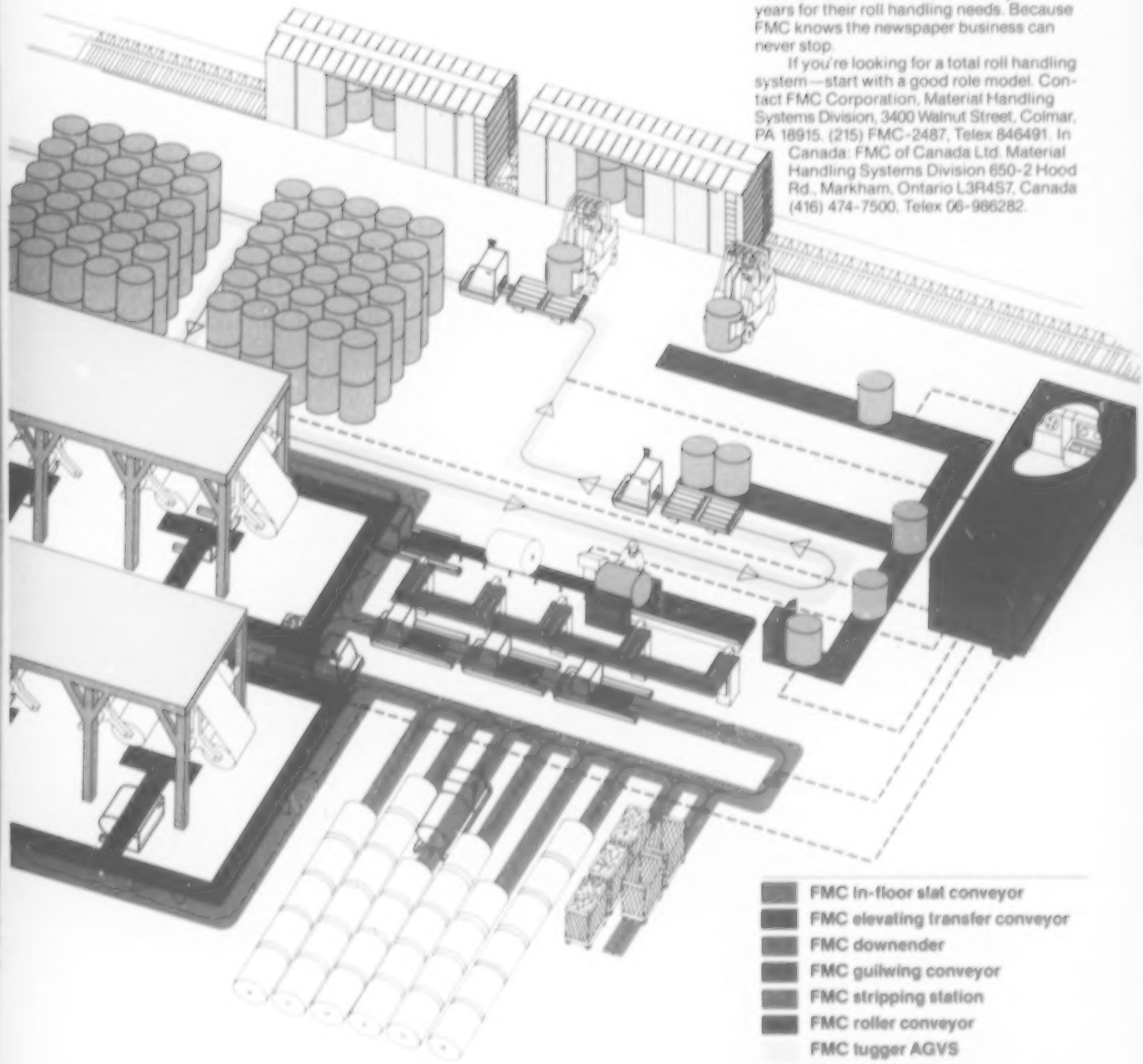

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Soybean-oil ink tests continue; good mileage, vivid colors cited

Testing of both black and process color ANPA-INK® has been more extensive in recent weeks, and preliminary findings are similar to those from earlier, more limited testing of the soybean oil-based ink—good "mileage" and smooth "lay-down."

However, production executives at some of the offset and letterpress-printed newspapers where the ink is undergoing scrutiny said additional testing with larger quantities is needed to determine whether the ink will live up to its early promise.

Especially promising, at least in the early going, is the process color ANPA-INK.

Michael W. Mylett, general manager of General Printing Ink, believes the color ink will gain popularity quickly because it prints so vividly. GPI, a division of Sun Chemical Co., is one of the holders of an ANPA-INK license.

Newspapers and ink companies aren't the only ones excited by the potential of the ink's success. According to the American Soybean Association, farmers clearly would welcome a new market for soybeans because bumper crops in the past have kept prices low.

The soybean group said 500,000 bushels are currently stockpiled. It estimated that even if all newspapers switched to soybean-based ANPA-INK immediately, there are enough soybeans currently in storage to manufacture all the newspaper ink the United States will need for the next two decades.

Most newspaper inks currently in use have a petroleum base, and ANPA-INK enthusiasts emphasize that unlike the volatile market conditions that send oil prices up and down, soybeans would be a fairly stable commodity for ink manufacturing. The ink was also developed to address environmental concerns.

A sweeping switch to soybeans won't occur, of course, until wider testing over a longer period of time is accomplished. George Cashau, ANPA director/technical research, believes that will happen as more companies make the ink and more newspapers try it.

GPI is producing ANPA-INK in bulk quantities, and other companies may do so after the ink has undergone more field testing.

At The Ink Co., Robert B. Throckmorton, manager/sales and marketing, said there is a "tremendous amount of interest" among his newspaper customers in ANPA-INK. The company has produced small amounts of the ink, but customer demand has not yet dictated tanker-car-sized batches, said The Ink Co. executive.

GPI's delivery of black soybean-oil ink in a 2,300-gallon-capacity tanker attracted farmers and news media to the Cedar Rapids (Iowa) Gazette one day in May [**prestime**, May 1987, p. 11].

Of late, that offset newspaper has been using ANPA-INK for all its printing, including commercial jobs. "We're encouraged by the way the ink lays down and by the way it performs on the press," said Lon Myers, director/operations.

Meanwhile, soybean ANPA-INK tests are being conducted on letterpress presses at The Post-Standard and the Syracuse (N.Y.) Herald-Journal. Production Manager Michael Stern has pronounced the results good—and far superior to an earlier formula tried at the newspapers more than a year ago.

"My initial reaction has been very enthusiastic," Stern said, after printing eight pages on one letterpress unit with the soybean ink. "For all practical purposes, you couldn't tell the difference between the soybean ink and the oil-based ink we normally use."

Letterpress ANPA-INK also was tested at The Home News of New Brunswick, N.J., during one press run in late May. James P. Quinn, vice president/operations, said the test involved newsprint from four different mills. The newspaper ran black ANPA-INK and conventional process color ink to print the newspaper's front page, Quinn said, and detected no "appreciable difference between the soybean ink and the standard ink the newspaper normally uses."

The Syracuse and New Brunswick papers plan more extensive testing with larger quantities of ANPA-INK this summer.

One matter for further study is ink rub-off. Both Quinn in New Brunswick and Myers in Cedar Rapids said it was more pronounced with ANPA-INK. But Quinn called the difference "not significant," and Myers noted that his paper had been using a low-rub ink prior to switching to ANPA-INK.

So far, those testing ANPA-INK generally have been pleased not only with its printing performance but also in its mileage—the amount of ink used in a press run. Even if it costs more, ANPA-INK can be cost-competitive because of the mileage factor, Myers said. He plans to compile extensive mileage data over the course of the summer.

—Rosalind C. Truitt

Margaret Cosmos

Mike Jones of GPI (left), Mickey L. Thomas of Greater Buffalo Press (center) and Howard W. Helmbrecht of NAPP Systems USA discuss soybean ink at ANPA/TEC '87.

The Miami Herald

San Francisco Examiner & Chronicle

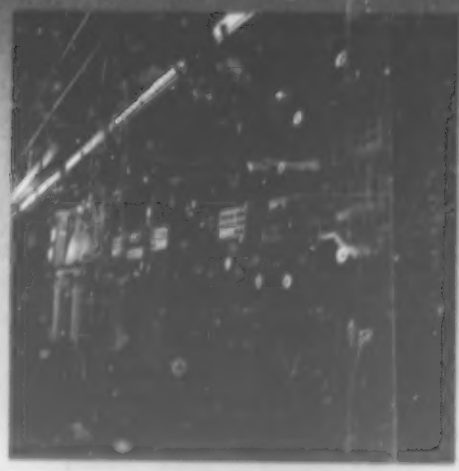
The Charlotte Observer

Fort Wayne Newspapers

The Wichita Eagle-Beacon

El Mundo, Caracas, Venz

Lancaster, PA Newspapers



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MAN on the move

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NEWSPAPER PRESS DIVISION

Task Force addresses need for standards in electronic-photography transmission

The ANPA Wire Services Guidelines Task Force will attempt to devise voluntary technical codes and standards needed by wire services, equipment manufacturers and newspapers to transmit pictures digitally now that electronic photography is being introduced to the newspaper business.

Now is a good time to examine the question of technical compatability—the ability of computers to "talk to one another"—before various parties step out in divergent directions in electronic photography, said Task Force Chairman James D. Hitchman, vice president/production of Ottaway Newspapers Inc., Campbell Hall, N.Y.

The task force discussed the situation at a meeting held during ANPA/TEC '87 in Las Vegas in June. The panel currently is studying a proposal on electronic photography codes submitted by the International Press Telecommunications Council, which also met during ANPA/TEC.

Hitchman said anyone interested in the matter should contact him or Donald V. Teschner, ANPA technical services engineer, The Newspaper Center, Reston, Va.

One of the wire services represented on the task force, the Associated Press, held a seminar during ANPA/TEC to introduce the electronic PhotoStream system it plans to have in place within a year.

AP officials explained to more than 150 photo editors and other guests that electronic photography requires analog material to be translated into digital form. Analog material is represented by a continuous current, whereas digital information is transmitted through a series of on and off pulses.

The objective is to keep photographs in digital form as much as possible until time to print them. "The purpose is to reduce quality loss associated with pictures printed on photographic paper and quality lost in the engraving cycle," said Harold G. Buell, AP assistant general manager/newsphotos.

A picture taken in the field will be developed and transmitted over a fiber-optic circuit to the nearest control center in Los Angeles, Chicago or Washington, D.C., where digital identifications will be added. The control centers will then send the photographs to New York City.

From an "uplink" there, in a minute or less, a high-speed digital circuit called T1 will beam the impulses for the photograph up to a satellite and then back down to satellite dishes at AP-member newspapers. Finally, it goes to the newspapers' electronic darkroom or to a LaserPhoto receiver.

Color photographs that once took 30 to 40 minutes to transmit will take three minutes or less, while black-and-white photographs will take less than a minute.

Once received, photographs will be cropped, enhanced and color-adjusted on a computer terminal screen. They will be stored (up to 1,000 frames) or sent to whatever prepress system the newspaper uses. □

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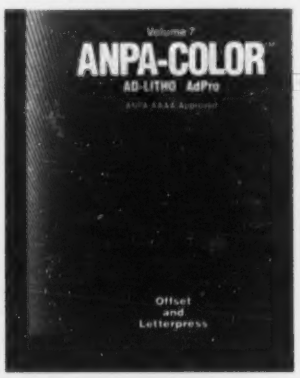
ANPA publishes updated, expanded color ink book

Orders are now being accepted for the *ANPA-Color™ AD-LITHO AdPro® Offset and Letterpress ROP Newspaper Color Ink Book, Vol. 7.* Updated for the first time since 1981, the book specifies ANPA's new run-of-paper colors.



It is intended to provide newspapers, advertisers and ad agencies with an exact visual sample of 50 colors. There are three ANPA-COLOR™ process colors, four blending inks, a mixing white, four spot colors, and 38 assorted mixes created from the eight basic inks.

The new book also contains offset and letterpress ink formulations. AD-LITHO is the offset ink and AdPro is the letterpress ink.

Ink companies are submitting ink samples to ANPA for testing and certification that they meet the book's color specifications [**presstime**, May 1987, p. 114]. The book has an August 1987 publication date.

The book, which combines letterpress and offset colors into one volume, was produced by ANPA with the assistance and cooperation of its Color Standardization Task Force, the American Association of Advertising Agencies, and the News Ink Committee of the National Association of Printing Ink Manufacturers.

The new volume supersedes both the *AD-LITHO/81 Offset, Volume 2* and the *AdPro/81 Letterpress, Volume 6* ROP newspaper color ink books dated January 1981. It is the only color ink book recommended by ANPA and AAAA for both offset and letterpress newspaper printing.

Newspapers are encouraged to use the standard colors in the *ANPA-Color* book in order to ensure consistent and superior quality color reproduction. The book is third in a recent series of guides designed to improve newspaper reproduction. The other two are *The Guide to Quality Newspaper Reproduction*, which was published in 1986 and "ANPA-Check," in 1987.

Orders for the new ink book are being accepted by the ANPA Technical Services Department at The Newspaper Center, Reston, Va. Cost is $50 for one to nine copies or $45 for 10 or more. For more information, contact Teresa Fletcher at (703) 648-1210. □

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TECHNOLOGY NOTES

• Under agreements signed recently, Computer Peripheral Sciences, a manufacturer of newspaper display advertising and pagination equipment, will **market a variety of products** as part of its Total System Concept product line.

CPS will market the IBX, a 1000 dots-per-inch typesetter manufactured by Celgraph, and Xitron Corp.'s XIP laser printer.

The firm also obtained exclusive newspaper marketing rights to a color separation and composing system made by Media Net.

• The **USA Today/ Gannett Online Library** will be available on DataTimes' electronic archives, beginning Sept. 1. DataTimes subscribers currently have access to 170 U.S., Canadian and Australian newspaper, newswire and business databases.

TECHNOLOGY CALENDAR

• A **Desktop Publishing Conference for Newspapers,** sponsored by the National Newspaper Association, will be July 9-11 at Infomart in Dallas.

• The **Seybold Seminars' Desktop Publishing Conference** will be Sept. 9-12 at the Santa Clara (Calif.) Convention Center.

• **Impact 1987: Technology on the Move,** the annual conference of the New England Newspaper Operation Association, will be Sept. 17-20 at Killington Village in Killington, Vt.

• The annual **Western Newspaper Production Conference** will be Sept. 24-26 at the Westin Bayshore Hotel in Vancouver, British Columbia.

• **Graph Expo '87** will be Nov. 15-18 at McCormick Place in Chicago.

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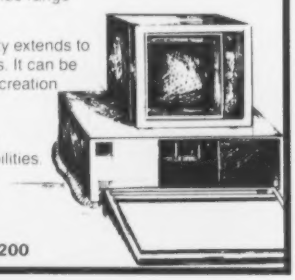

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Enhancement sought in desktop publishing for newspapers

With the purchase of an Apple Macintosh SE, an Apple LaserWriter and a 20-megabyte hard disk, ANPA will conduct research into ways that "desktop publishing" can be improved for newspapers.

In desktop publishing, a personal computer is linked to a laser printer for camera-ready typesetting on plain paper. Some newspapers are satisfied with laser-printer reproduction of 300 to 400 dots per inch, but ANPA computer researchers said much higher resolution is necessary for consistently sharp reproduction.

Desktop-publishing hardware and software are relatively inexpensive and require little instruction for use, factors many publications are finding attractive.

In the newspaper industry, the technology is being embraced primarily by small dailies and weeklies [**presstime**, March 1987, p. 22]. By and large, though, newspapers are taking products made for a general audience and modifiying them for newspaper use.

"We would like to experiment with the equipment to see if there are better ways of adapting desktop publishing for newspapers," said George Cashau, ANPA director/ technical research.

Preliminary plans are to conduct research with various types of software to gauge usefulness for newspapers and to determine the printing potential of the software. Knight-Ridder Inc. is donating to ANPA hookup time on its graphics network, PressLink, through which a variety of line art is received. □

Marketing agreements announced

Hell Graphic Systems Inc. and 3M have agreed that Hell will be the exclusive North American distributor for a new color-modification and image-enhancement system developed by 3M.

Known as CWS, the system can be linked to Hell or other scanners. It performs a variety of pre-press functions, including dot etching and masking. Images can be viewed as they are being scanned.

Another marketing agreement has been signed by the Controls and Composition Division of Harris Corp. and Linotype.

The agreement links the Harris 8300 Page Layout System with Linotype's Linotronic 300 and 500 imagesetters and the Linotype Graphics System. □

ANPA Calendar

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 6-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., July 20-24

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Marriott Hotel, San Antonio, July 31

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 3-7

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 17-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 25

Libel Conference and Training Sessions sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Westin Hotel, Denver, Aug. 27-28

ANPA Foundation Literacy Creators Workshop
Xerox Training Center, Leesburg, Va., Aug. 30-Sept. 2

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 28-29

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Tysons Corner Hotel, Tysons Corner, Va., and The Newspaper Center, Reston, Va., Oct. 6-7

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Conrad Black acquires Unimedia; Horvitz holdings put up for sale

Amid protests from the Parti Quebecois, owners of Unimedia Inc. on June 18 closed their deal to sell the French Canadian newspaper company to Toronto publisher and financier Conrad Black.

Black's company, Hollinger Inc., reportedly will pay about $90 million to take control of Unimedia, the Montreal-based owner of French-language dailies in Quebec City, Ottawa and Chicoutimi, Quebec.

Black will manage the Unimedia holdings in partnership with the company's current owners, Jacques G. Francoeur and Jean-Guy Faucher. Francoeur, Unimedia's 62-year-old president and majority partner, decided to sell because none of his four children has expressed interest in running the company.

The purchase further expands Black's media empire, which includes 57.8 percent of The Daily Telegraph in London, nine Canadian dailies and 23 dailies in the United States [presstime, May 1987, p. 6].

Through American Publishing Co., the U.S. unit of Hollinger Inc., Black reportedly plans to buy about 10 U.S. newspapers this year in the circulation range of up to 25,000 daily.

BUSINESS ROUND-UP

In other business news concerning newspapers:

• The five **Horvitz** family newspapers are on the block and are attracting interest from numerous media groups. The dailies—four in Ohio and one in New York—could sell for as much as $300 million, according to industry analysts.

Publisher Harry Horvitz said in late June that about 15 newspaper groups, out of 40 that made initial inquiries, were in the running to buy the papers.

The Horvitz papers carried front-page stories reporting the family's disagreements and plans to dismantle its $700-million empire by July 31. Besides the five dailies, it includes nine cable television franchises in Ohio and Virginia, a real estate firm in Florida and a road construction company in Ohio.

• Another family dispute has left **Freedom Newspapers** intact. After 30 days of trial, a California judge dismissed Harry H. Hoiles' five-year lawsuit against the families of his sister and late brother over control of the California-based group, which owns 29 newspapers and several television stations. The judge said he had found "no pervasive abuse of authority or persistent unfairness" by Hoiles' relatives.

Hoiles' attorney said an appeal is probable [presstime, April 1987, p. 75].

• **USA Today** turned a profit in May for the first time in 55 and a half months of publishing. Gannett Co. long had projected the paper's profitability for the fourth quarter of 1987.

Although the first black ink flowed earlier than projected, officials said they expect the paper to dip back into the red during the summer before turning a "meaningful profit" in the fall quarter.

The national newspaper (daily circulation 1,311,792 plus bulk sales of 279,997) had an operating profit of $1.1 million in May. For the first five months of 1987, advertising pages increased 22 percent and advertising revenues were up 45 percent.

• **USA Weekend**, the Gannett-owned newspaper magazine, as of June 19 was carried by 274 newspapers with a circulation of about 14 million.

The circulation of its rival, **Parade**, was 31.8 million through 303 newspapers. Parade said additional contracts will push those numbers to 32 million and 309 newspapers by Sept. 13.

• **Guy Gannett Publishing Co.** and **Ingersoll Publications Co.** reached agreements in May to control large groups of suburban newspapers in Minneapolis-St. Paul and Long Island, N.Y., respectively.

Guy Gannett plans to complete the acquisition this summer of Minnesota Suburban Newspapers Inc. and Post Publications Inc. The former publishes 19 weekly community newspapers and one shopping guide with a combined circulation of 298,000. The latter publishes five weeklies and four shoppers with a combined weekly circulation of 254,000 in the northwestern suburbs of Minneapolis.

Ingersoll is forming a joint venture partnership with Chanry Communications Ltd. of Farmingdale, N.Y., which publishes 47 free-distribution newspapers throughout Nassau and Suffolk counties, Long Island. The papers have a combined circulation of 575,000.

• **The Washington Post Co.** and CBS Inc. have agreed to sell their partnership interests in SportsChannel cable networks to the third partner, Cablevision Systems Corp.

Neither the Post nor CBS would disclose terms of the agreement, which is expected to close by the end of the year. But Cablevision Systems Corp. said the transactions are worth about $56.2 million. The Post expects an after-tax gain of about $6 million.

• Although he missed a previously announced June start-up date, a **Cleveland** restaurateur said he hopes to complete financial arrangements soon for his **proposed new daily newspaper** [presstime, Oct. 1986, p. 71]. J. Charles Fox said 40 Goss press units he purchased are being converted to flexographic printing. He is projecting paid circulation of 250,000 for his weekday morning paper and its Saturday weekend edition. □

New INMA book helps evaluate effectiveness of newspaper promotion

Managers can read about the latest techniques to monitor, measure and improve promotion programs in a new research manual, *Evaluating the Effectiveness of Newspaper Promotion*.

The 124-page book, published by the International Newspaper Marketing Association, establishes "measures of performance that work," said Michael G. Kane, assistant to the executive director of INMA and one of the book's authors.

"Recent studies have shown that newspaper promotion spending has increased to the point that measures of promotion performance are necessary to justify a worthwhile investment," Kane said.

The book covers circulation, advertising and other promotions.

Eight chapters examine steps in the process of evaluating promotions, such as goal setting, telephone surveying and copy testing. An appendix provides examples of methods used by several newspapers to measure the impact of their promotion programs, including blank questionnaires and other forms that any newspaper can use or tailor to their needs.

Copies are available for $37 each for INMA members or $47 for non-members from INMA, The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va. 22091. □

UPI to replace computer system

United Press International said it signed a five-year, $4.75-million contract with Digital Equipment Corp. for a new, worldwide computer system.

Christopher J. Smith, UPI director of corporate communications, said the system will multiply the wire service's computer storage capacity 12-17 times. UPI's existing editorial computer system is a Sperry Rand installed in 1969. It handles about 13 million words a day, which is close to its maximum, Smith noted.

DEC will provide all hardware and software and related needs, including more than 800 editorial terminals.

Smith said the new equipment eventually will interact with UPI's new electronic photography system, Pyxys. It also opens up possibilities for UPI to enter the commercial database business, he said. □

Recent acquisitions

The R. H. Fackelman Group of Panama City, Fla., acquired The Daily News of Richmond, Mo., circulation 3,905, from the Enterprise Group of Slidell, La.

Harmony Press Inc. of Slidell, La., acquired the Daily Times of Slidell, circulation 6,590, from the Enterprise Group of Slidell.

Griffin Lovett and DuBose Porter of Dublin, Ga., acquired The Courier Journal of Dublin, daily circulation 10,166. □

Correction

Part of the description of newspaper acquisitions by the Liverpool Daily Post and Echo Ltd. in the May issue was incorrect.

The group, now known as Trinity International Holdings plc, in addition to acquiring The Daily Calumet in Chicago in 1980 also acquired the weekly Calumet Day and two groups of Illinois weeklies, not three Illinois weeklies as reported. The group's 1978 purchase in Pittsburgh was of 11 weeklies, not 9. The group's acquisitions continued with another group of Illinois weeklies added in 1982 and a group of weeklies in the Pittsburgh area in 1983.

Presstime regrets the errors. □

Hart appearance ranks high in Convention survey

The dramatic appearance at the May ANPA Convention by then-presidential candidate Gary Hart was rated most valuable by people returning a post-Convention questionnaire.

Convention attendees were asked to rate sessions on their value, using a scale of 1 to 6. Other highly rated segments were the seminar "The Constitution: Separation of Powers 1987"; the appearance of U.S. Sen. Robert Dole (R-Kan.), who spoke at the same ANPA luncheon as Hart; the panel discussion on the future of retailing; and the appearance of Nancy Reagan at the Associated Press luncheon.

President Reagan did not fare as well as his wife in the ratings. The Convention's opening ceremonies on Ellis Island at which the President spoke was among the lowest-rated program segments. Written comments indicated that much of the dissatisfaction related to the bad weather and transportation and other logistics problems associated with the event.

A total of 210 persons responded to the mailed survey. □

New members

the daily **Inter Lake**

Kalispell, Mont. (circulation 13,057). C. Patrick King, publisher.

COLUMBIA BASIN **DAILY HERALD**

Moses Lake, Wash. (circulation 7,878). Thomas J. Kurdy, publisher.

THE McLEAN **PROVIDENCE JOURNAL** *and Fairfax HERALD*

McLean, Va. (circulation 2,804). David R. Dear Jr., publisher.

Illinoian Star Daily

Beardstown, Ill. (circulation 2,200). Dale Barker, publisher

over-set

Calgary stampedes for Herald promotion

The Calgary (Alberta) Herald received more than the usual reader response from a recent promotion.

In conjunction with a Calgary radio station, the newspaper bought and gave away 13,000 tickets to a Beach Boys concert. One part of the promotion invited people to send in requests for tickets on company stationery. Those selected in a drawing would get tickets for the entire office.

Unexpectedly, some entrants attached their letters to things exemplifying their work. A plumbing supply firm sent a urinal. A prosthetic supply house sent two artificial limbs begging, "We'd give an arm and a leg for Beach Boys tickets!" A meat packer sent a calf's heart with a note saying, "Have a heart; send us some tickets."

The Herald received more than 75,000 entries to the promotion and reported a 6- to 8-percent increase in vending-machine sales during the six-week campaign.

Newspaper numbers

2,000—number of breakfasts held by Godfrey Sperling Jr., senior Washington columnist for The Christian Science Monitor, for print journalists and political guests from February 1966, when the event began, until late May.

11.5 million—number of visually impaired Americans who could benefit from larger type in reading material, according to the National Center for Vision and Aging.

1,667—number of newspaper audits conducted by the Audit Bureau of Circulations for the 12-month period ending June 30.

461,300—number of people in the United States employed in the newspaper business in 1986, a new high.

403.62—average dollars paid weekly to beginning reporters in Canada, according to 19 labor agreements on file at ANPA, compared with $369.57 in 123 U.S. agreements.

Jacksonville Journal photographer Bob Self makes an afternoon deadline by attaching film to the leg of a carrier pigeon, following a late-morning memorial service May 22 at Mayport Naval Station for sailors killed aboard the USS Stark. The Secret Service kept news media at the naval base until President Reagan could depart on Air Force One (in background).

The original selling price was 4 pence, but this Pennsylvania daily now costs more

An unidentified private collector paid $110,000 to an unidentified party for an original edition of the Pennsylvania Packet and Daily Advertiser for Sept. 19, 1787. That edition carried what is believed to be the first public printing of the U.S. Constitution.

The paper was sold at auction by Sotheby's auction house in New York City. The successful bid, offered by an agent, was four times the amount previously paid for a newspaper.

Sotheby's had estimated the copy would bring $50,000 in this, the year of the Constitution's bicentennial. In 1983, another copy of the Packet of the same date was sold for $23,400.

The Pennsylvania Packet had printed a copy of the Declaration of Independence in 1776. In 1784, the paper was consolidated with the Daily Advertiser—yes, mergers happened in the early years of the republic, too—and became the country's first successful daily, according to several journalism historians. Through subsequent mergers and consolidations, the Packet evolved into The Philadelphia Inquirer.

Freedom fillers

The Rocky Mount (N.C.) Evening Telegram is printing notable quotations about press freedom on its front page through July. The quotes, taken from the booklet "Speaking of a Free Press" published by ANPA Foundation, have been anchored at the lower left of the page since June 1.

"We have received a number of favorable comments from people around town," says Publisher Carl E. Worsley.

The booklet was mailed to ANPA-member newspapers in April [**presstime**, May 1987, p. 76].

Medium is message for Cleveland callers stuck on hold

When callers are put on hold at The Plain Dealer in Cleveland, they don't get the typical music-to-wait-by. Instead they get a recorded message about the newspaper with snappy musical accompaniment.

"We just thought it might be a nice idea, a way to keep someone's time . . . better occupied," says Katherine H. Luengo, telecommunications manager.

The messages are "friendlier" and more personal than music alone, she says. The newspaper uses the opportunity to promote special features and company-sponsored events.

They have gone over "fairly well," says Luengo. The only ones that weren't well-received promoted special advertising deals. They were vetoed by the paper's staffers, who also get the recordings when they call within the Plain Dealer plant.

Currently, some of the messages give interesting facts about the newspaper, including the number of rolls of newsprint used to print one day's edition, the number of carriers, and this one, which is probably of little solace to a stranded caller: "Did you know that during a normal business day, 5,000 calls are routed in and out of The Plain Dealer every hour? Yours is one of them. We appreciate your patronage."

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Bob Daugherty on Capitol Hill

Suzanne Vlamis

Robots Begin March Into Newspaper Plants

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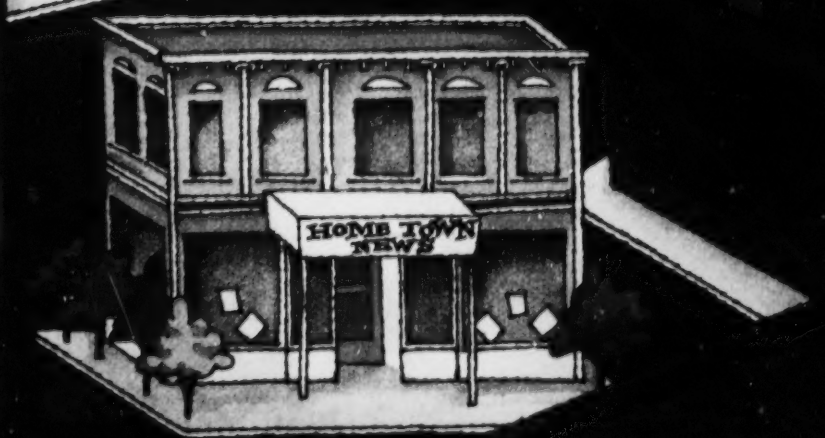
8/7/87



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Dan Sells, Vice President of Newspaper Sales at Western Lithotech, explains a new concept in cost-effective pollution control.

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presstime

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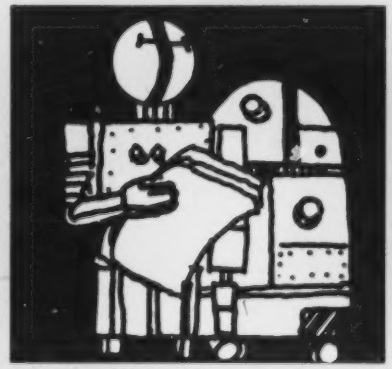

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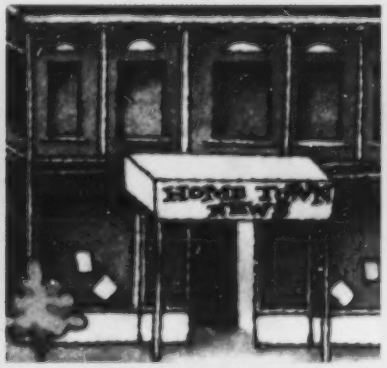

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CHAIRMAN'S CORNER

'A Celebration of Citizenship' should involve each newspaper and its entire community

Because of the major role ANPA Foundation is playing in the bicentennial celebration, I invited to be guest columnist this month Charles T. Brumback, chairman of ANPA Foundation and chief executive officer of the Chicago Tribune Co. *—George W. Wilson, ANPA Chairman*

September is, in many ways, the start of a new year. School begins. Vacations are over. Businesses and community organizations launch new projects.

This September marks the start of a special new year—the beginning of the U.S. Constitution's third century. And ANPA Foundation is leading a national program on Sept. 16 to commemorate the occasion, called "A Celebration of Citizenship."

Charles T. Brumback

You have received some announcements concerning "A Celebration of Citizenship." More will arrive soon. It is a program that has been in the planning stages for more than a year. The Foundation has joined the Commission on the Bicentennial of the U.S. Constitution and many major educational organizations to invite teachers, students and their parents in schools throughout the country to pause for a day to observe the privileges of citizenship in our democracy.

The scope of the program has grown tremendously in recent weeks. Corporate sponsors, state and local bicentennial commissions, and business and community leaders are organizing ways for adults to follow the lead of the young people—especially the Sept. 16 mid-day broadcast during which President Reagan has been invited to lead the nation in reciting the Pledge of Allegiance.

The planners of "A Celebration of Citizenship" look to newspapers as major organizers of this occasion in their communities. ANPA Foundation is providing materials—ready for printing and distribution—to teachers who need ideas for making Sept. 16 a day to remember. Ad slicks to run in-paper will be sent to you to alert the entire community to the happenings and significance of the day.

As chairman of ANPA Foundation, I encourage you to organize special local celebrations—a ceremony on the steps of the town hall, for instance, or school visits by community leaders. One publisher has told us he is capping the day with a town-wide celebration at the local high school football field that evening.

Every day's issue of every newspaper in the country carries information convincing us that it is vital for young people to recognize their responsibilities and opportunities as citizens. We can give them and ourselves the gift of revitalized awareness through "A Celebration of Citizenship."

Charles T. Brumback

Charles T. Brumback
ANPA Foundation Chairman

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Stolen Childhood

—a special report from Cox Newspapers

"Stolen Childhood" reads like a horror story from the worst days of 19th century sweat shops. Unfortunately, this Cox Newspapers special series is today's news.

Children working 16 hours a day, seven days a week in deplorable working conditions for pennies – that's the harsh reality of life in the Third World. "Stolen Childhood" is a series that reveals the shocking facts of child labor in South America, Asia and India.

Cox Newspapers foreign correspondent Joseph Albright and his wife, special correspondent Marcia Kunstel, traveled tens of thousands of miles interviewing hundreds of people while covering this shocking story. Albright and Kunstel spent more than nine months preparing "Stolen Childhood." Cox illustrations editor Rick McKay accompanied our reporters and took many of the photographs in this report.

Our team traveled from one-room carpet factories in Brazil where seven-year-old girls labor for 55 hours a week to Filipino brothels where teenaged girls are often sold into prostitution by their families.

The implications of this project extend far beyond the borders of faraway Third World countries. We must ask ourselves how much of the luxury we enjoy in the United States is bought at the expense of an impoverished Third World.

"Stolen Childhood" is a story that needed to be told. It raises many questions and offers hope for change. Our thanks to Albright, Kunstel and McKay for this report on a global problem that threatens the future of an entire generation of Third World children.

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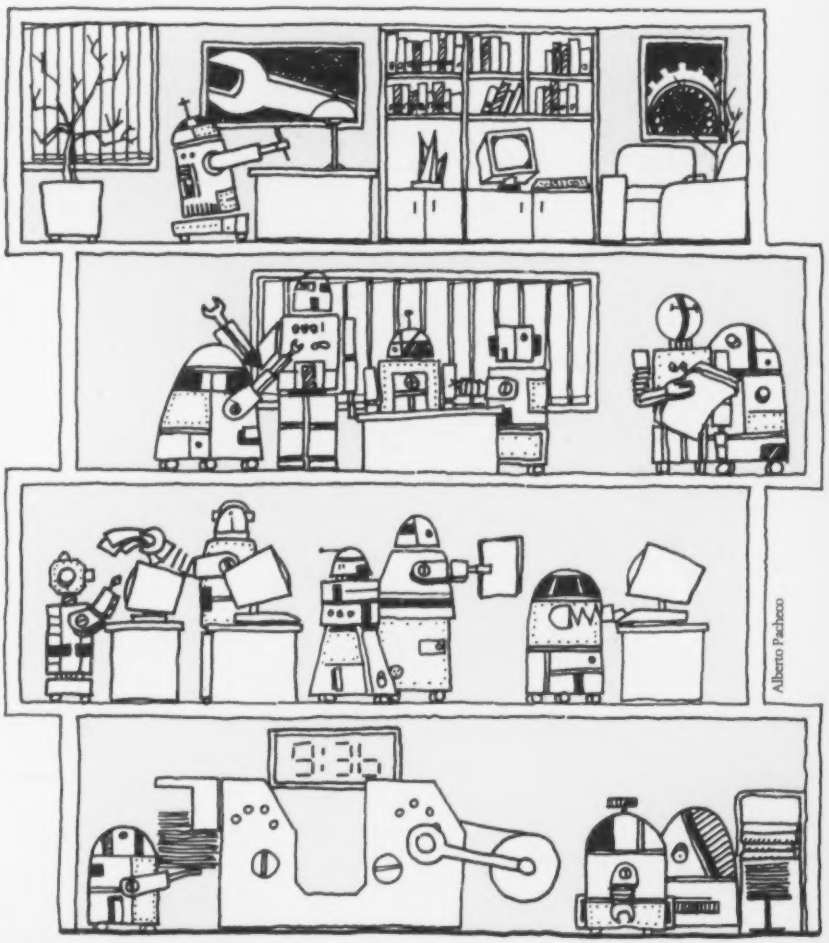


They're already handling newsprint rolls, and in Japan two companies are testing elaborate pressroom systems

BY ROSALIND C. TRUITT
presstime technical writer

With a mannequin's head, cap and sunglasses, the press-plating robot at the 1986 ANPA trade show in Atlanta looked eerily human as it methodically worked before large, curious crowds.

At ANPA/TEC '87 in Las Vegas, robots were more in evidence. But the whimsical was out, the workaday was in.

Suppliers offered models that not only change printing plates but also automatically prepare rolls for pasters, put them on the proper reel and thread the web through the press. Also in evidence, as has been the case the past three or four years, were automated guided vehicles, or AGVs, that newspapers are finding useful for materials handling.

The arrival of the technology raises questions of how much of an impact robots are having on newspapers, and how widespread their use will become. The short answers are the impact so far has been modest, but newspaper use is expected to rise, perhaps dramatically, in the near future.

At the beginning of this decade, the use of industrial robots increased rapidly in the American workplace but the use has slowed somewhat in the past two years or so.

According to Jeffrey A. Burnstein, director/marketing and public relations for the Robotics Industries Association, there are currently 25,000 robots at work in various industries in the United States.

However, a recent article in Time magazine noted that number is far short of earlier projections that some 250,000 would be on the job in the United States by the 1990's. The magazine also said sales of U.S. robots are expected to decline from $580 million in 1986 to $400 million this year.

Nearly half of all industrial robots in the United States are in the automotive industry. Burnstein says that although newspapers account for a very small percentage of robotics use today, growth is expected.

Interviews with manufacturers and newspaper executives indicate less than a dozen U.S. and Canadian newspapers are

using robotic technology. "But I know a lot more than that have plans on their drawing boards," says George Cashau, ANPA director/technical research.

Robots most commonly are used in industry for welding, spray painting and to facilitate materials handling. Understandably, newspapers have little use for the first two capabilities, but AGVs that move newsprint rolls from storage to the press are finding favor.

"Robotics in the form of AGVs are coming to newspapers and they are coming quickly," says Bruce A. Stouffer, product manager/automated materials handling systems for FMC Corp., one of three companies producing AGVs for the newspaper business. "It's not as important to look at the number of newspapers that currently have the technology as it is to look at those considering it. Nearly 100 percent of the larger newspapers constructing new facilities are considering it."

He says he has talked with a number of such newspaper executives and nearly all are, at the very least, considering AGVs for their plants.

Visualizing a different role for robots at newspapers is William D. Rinehart, ANPA vice president/technical. "In the not-too distant future, the pressroom will be completely robotically operated," he says, adding that the technology displayed the past two years at the ANPA show is just a hint of what's to come.

Rinehart says he believes automation will be developed for other areas of the newspaper production process, too.

A narrower usage is seen by Jules S. Tewlow. He is director of special projects for Lee Enterprises Inc., which owns a number of newspapers and other media properties. Newspapers, he says, "are not makers of widgets" and thus do not need assembly line-oriented robots.

"What we do need to do and do efficiently is move big hunks of material around from one place to another, and robots are very good for that," he says.

Tokyo Kikai Seisakusho, the Japanese press manufacturer that demonstrated the press-plating robot at the '86 ANPA show, is one company that has a number of other robotic applications for newspapers under research and development.

At ANPA/TEC '87, TKS showed a videotape of a robot the company has developed that can prepare newsprint rolls for the autopasting process. Heretofore, humans were required to detect scratches and other imperfections in the rolls and prepare the leading edge of the web to be spliced onto the spent roll.

One TKS robot can handle eight newsprint reels, and with a roll of paper needing replacement every 15 minutes or so when a press is running at full speed, that can be important.

James R. Price, president of Taft Equipment Sales Co., marketing representative for TKS in the United States, says the system is currently being tested under production conditions at a large-circulation daily newspaper in Japan. Fierce competition between dailies there preclude naming the paper, he says.

Nor will Price speculate on how soon the TKS robot plater shown at the 1986 show or other aspects of the company's robotically operated pressroom system will be available for purchase in North America.

Another Japanese company, Mitsubishi Heavy Industries Ltd., presented a videotape at this year's show illustrating its automated offset press system, from splicing-preparation robots to an automatic roll-loading device.

Robots are industrious. "They don't argue, and they don't take coffee breaks."

This equipment, too, is being tested at a Japanese daily newspaper, and Mitsubishi representatives at this year's show said they would like to sell the completely automatic pressroom systems to a U.S. or Canadian newspaper as soon as possible.

TIRELESS WORKERS. Robots are industrious and offer a versatility lacking in other forms of automation that are designed to perform a single function, their champions say. (See story, p. 8.)

Robots have other advantages as well. They:

- Can follow procedures appropriately each time
- Don't get tired, bored or distracted and thus perform the task the same way each time, barring a malfunction
- Can perform their job in environments that humans would find unpleasant or even intolerable. For instance, they can spray paint in areas with very high temperatures, a great deal of noise and little or no ventilation.
- Can learn in a few moments skills such as welding that can take humans much longer to master
- Can work around the clock, aren't paid overtime, don't get sick, are immune to drug and alcohol problems, and perform readily jobs that humans would find tedious

"They don't argue, and they don't take coffee breaks," jokes Donald W. Kay, pressroom manager at the Fort Worth Star-Telegram, which has been using a computer-controlled system of AGVs for newsprint handling for about a year [presstime, July 1987, p. 40].

Robots are not perfect, however. They can break down. And when this happens, either a replacement must be readily available or work halts until repairs are made.

Before the technology got so advanced, humans could take the place of robots in an emergency, but that rarely works today, according to experts. Most robots work in conjunction with other computer-controlled machines synchronized by control systems. When one machine goes down, all go down.

A NEW MARKET. Nothing is absolutely fool-proof, but newspapers using robotic AGVs have been very enthusiastic about the technology and about the reliability of the equipment. For that reason, manufacturers of robots have targeted newspapers as a growth market as their sales to the automotive companies have leveled off.

Michael C. Dempsey, marketing manager for Portec Inc.'s Automated Systems Division, another company that manufactures AGVs, says he believes newspapers are one of the top areas AGV manufacturers will pursue.

"Newspapers have a lot of materials to move around, and the old-fashioned towline systems have been in place for a number of years," Dempsey says, referring to the most commonly used systems for transporting newsprint. "Increased automation makes sense for newspapers. A few newspapers have tested the waters as far as the equipment goes, and now the mainstream newspapers are ready to jump in."

Advancements in technology will mean moving robots into other areas, such as the mailroom, Dempsey says. "We will see that before too much longer. A few newspapers are considering it seriously now. You can move stuff around easily and store vast amounts of preprints by palletizing. You really don't need people for a lot of these jobs. Machines can handle them."

At FMC, "We see a big market in newspapers," says Stouffer, "Newspapers are a healthy industry, and there are a lot of extremely labor-intensive areas that would definitely benefit from more automation. And we'll see the technology getting cheaper, so it will make sense for newspapers of all sizes."

Depending on the sophistication of the technology, industrial robots currently range in price from $10,000 to several hun-

dred thousand dollars, Burnstein of RIA says. The average price is $65,000.

AGV systems range from $250,000 for the least complicated to $5 million or more, depending upon the number of vehicles and sophistication of the system. One manufacturer said the vehicles average $120,000 each.

That would seem to dictate only larger newspapers could cost justify the technology. However, the Arkansas Gazette in Little Rock, a 136,814-circulation daily, is using AGVs to move newsprint rolls around its pressroom, and Ronald R. Krengel, vice president/production, says the efficiency more than makes up for the cost.

The impact of robotics on the payroll may be less significant than is generally believed. Newspaper executives say the robotic equipment at their publications has resulted, for the most part, in the redeployment of workers rather than a cutback in positions. And robot enthusiasts emphasize that the bulk of jobs replaced are mundane or dangerous. For newspapers, that currently means hauling newsprint rolls. In the future, it may mean feeding hopper loaders with preprints.

EFFICIENCY STRESSED. If newspapers in the future expand their use of robots as expected, it may be due in part to the industry's satisfaction now being experienced with AGVs.

Reflecting this, the number of AGV manufacturers may soon be increasing. In addition to FMC of Colmar, Pa., and Portec of Lisle, Ill., AGVs for newspapers currently are manufactured by IDAB Inc. of Hialeah, Fla. However, a few other manufacturers of robots are beginning to move toward the newspaper market.

Most AGVs are self-propelled vehicles that follow a wire buried beneath the floor. They have rechargeable industrial batteries and are programmed by computer. The wire is imbedded three-fourths of an inch deep, so cutting a pattern for a new configuration is simple, says Karl Ziegler, manager/marketing services for IDAB.

AGVs also are used by some large commercial printing firms to retrieve skids of preprinted materials from storage. Many experts say newspapers will begin adopting AGVs for such use in the future.

At the Star Tribune of Minneapolis, Curtis Bok says efficiency and flexibility were determining factors in the decision to purchase an IDAB materials-handling system for its new printing plant.

Installation is scheduled to begin this month and will take place over the next several months, says Bok, manager of the new plant. When completed, it will consist of 10 AGVs to carry newsprint rolls to the presses and four automatic forklift vehicles.

"Cost savings were a consideration, of course, but the flexibility it gives us is even more important," Bok says. "We can redirect these vehicles as needed or add to the system if we need additional press capacity in the future."

When first approached about AGVs for newsprint roll handling in the new $73-million production facility at the Fort Worth Star-Telegram, Pressroom Manager Kay was skeptical, saying, "We don't need any new toys."

A year of watching the AGVs dispense rolls to the presses has convinced him the newspaper made the right decision. The 10 vehicles and the system as a whole require very little maintenance, Kay says.

After clamp trucks deliver rolls from the storage area to stripping stations, rolls are weighed and stripped. Each day the AGV control system is programmed for delivery assignments. A press operator desiring a roll presses a "call" button, and the AGV nearest the roll is directed to pick it up. The AGV retrieves the roll, takes it to the designated press unit and places it on a dolly. The dolly automatically moves onto a transfer table at the reel stand, and the roll is prepared by pressmen.

The AGVs also transport newsprint waste from the stripping station and reel room.

The system can transport as many as 72 rolls per hour, which over a week's time translates into 1,300 tons of newsprint. With AGVs, the Star-Telegram has experienced fewer accidents, Kay says, and 15 workers now perform paper-handling duties that once required 23. There is also less newsprint waste.

"Every time a roll gets banged or bumped, the damaged paper cannot be put on the press," he says. "The AGV system saves us a considerable amount of paper waste, since the built--in sensors will stop the vehicle before the paper roll can be damaged. And since the rolls are not damaged, we no longer have to interrupt production to make cut-outs on banged-up rolls."

An even more elaborate FMC system will be installed beginning this fall at The Boston Globe. According to Anthony F. Alessi, director/building facilities, it will use 23 vehicles and completely automate newsprint roll handling.

The system at the Arkansas Gazette is much smaller, using just two AGVs that workers there have dubbed "Pete" and "Repete."

"They certainly live up to their billing," production chief Krengel says. "It's a much more efficient system than the old chain in the floor. That system was constantly in motion. With this, the vehicles stand waiting until you call them."

Krengel says of manning requirements: "We can move 50 percent more newsprint with the same number of people." Workers who formerly handled the newsprint rolls have been shifted to other positions.

"I'm also pleased that from a cost standpoint, the technology makes sense for a newspaper our size," he says. "This kind of technology shouldn't be limited to the largest newspapers." □

Questions and Answers About Robots

What is a robot?

The Robotic Industries Association offers this definition: "A reprogrammable, multifunctional manipulator designed to move material, parts, tools or specialized devices through variable programmed motions for the performance of a variety of tasks."

The key words are "reprogrammable and multifunctional." According to the trade association, less sophisticated automation can perform specific tasks. Robots, however, can perform specific tasks plus a variety of tasks not specified in advance by the designer.

How do these sophisticated machines work?

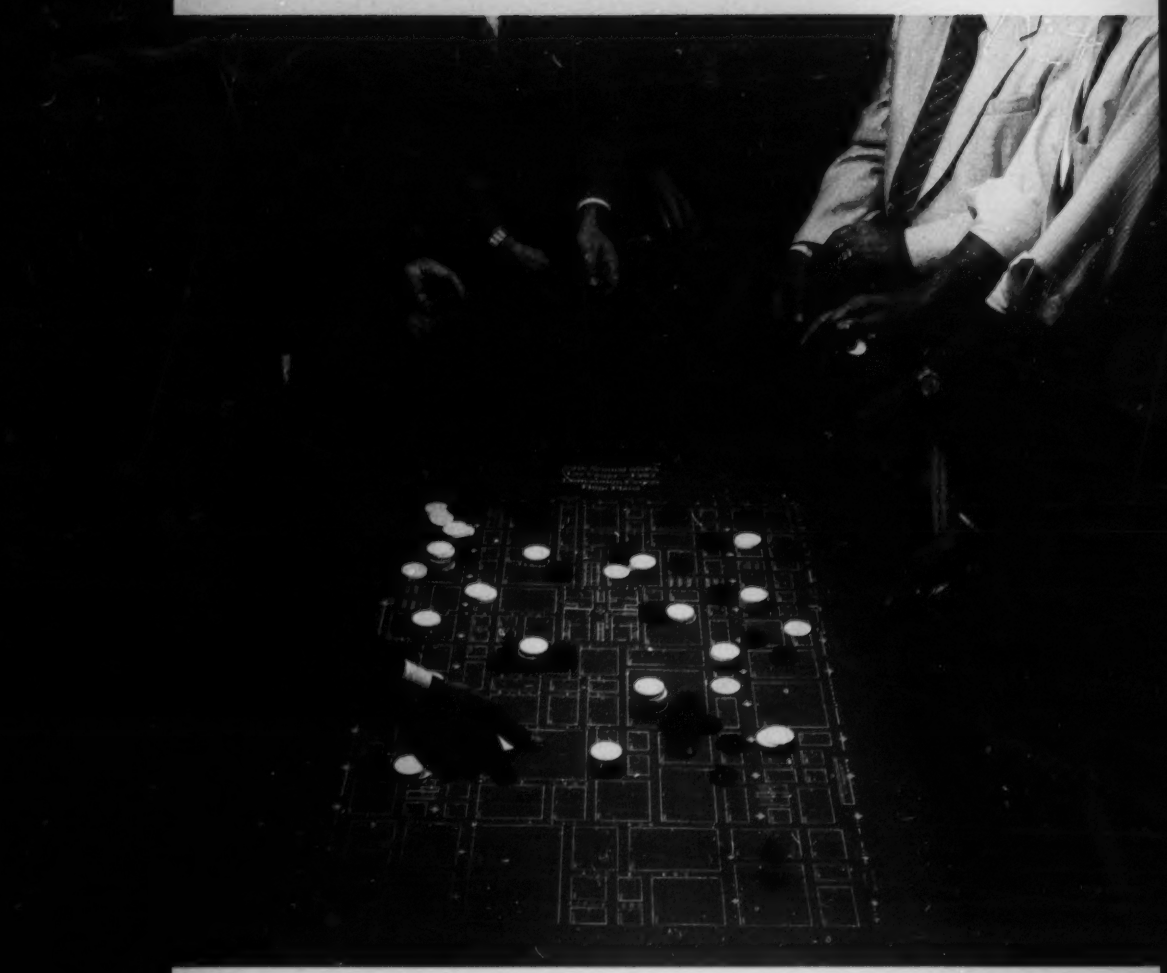
In *The Robot Revolution*, author Tom Logsdon wrote in 1984 that robots are controlled by one or more programmable microprocessors. Each microprocessor "is like a railroad switching yard built on microscopic scale. Electronic pulses are routed through tiny switches called transistors lying on the surface of the chip. A command such as 'Move claw to position 26' will cause a string of electronic pulses to flow along tiny wires through thousands of transistors. The transistors translate the command into new pulses to activate and control 'muscles' powering the robot's limbs."

What do robots look like?

Even though science-fiction writers and artists tend to endow robots with human qualities, industrial robots are rather ugly-looking machines.

When were robots invented?

Their use dates back more than a quarter century. In fact, the term was coined by Karel Capek, a Czechoslovakian playwright, in the 1920s. In Czech, "robota" means servitude or forced labor.



SOME PUBLISHERS CAME TO VEGAS AND GAMBLED ON THEIR FUTURES.

Copley Leaves Library as Legacy

BY DAVID E. PEASE

In the eight years of illness before his death in 1973, newspaper publisher James S. Copley collected numerous historical items including 6,000 books, several important manuscripts and journals, 230 paintings, and 400 letters from Presidents, founding fathers and other distinguished Americans.

This formed the basis of the Copley Library in La Jolla, Calif., an institution that is unique in the newspaper business. Housed in a 15,130-square-foot brick building, the Copley collection has grown to more than 14,000 books and 4,000 letters and documents.

Copley—like his widow, Helen—expressed great interest "in American history and especially in the teaching of it to Americans," says the facility's curator, Richard Reilly. "That's why we host so many school tours."

James Copley's initial collection consisted of materials from the Revolutionary War era, which emerged as the major theme of his subsequent acquisitions. He started this collection in his home with rare books and expanded to letters, pamphlets, broadsides, and documents such as the first printing of the Declaration of Independence and an early annotated copy of the U.S. Constitution. This collection now includes more than 1,600 rare books and pamphlets and about 400 letters and documents.

The library was officially founded by Copley Newspapers on June 15, 1966. Reilly became curator with instructions to collect "anything that reflects the vigorous intellectual and creative spirit of our country."

At that time, the collection was moved from the Copley home to one wing of a two-story, board-and-batten building near the company's headquarters in La Jolla.

The library, which then occupied 800 square feet of space, was opened to scholarly reading in any of the subjects on which the library was forming collections. This included American Revolutionary War history, Samuel Clemens (author Mark Twain), Benito Juarez (who fled to the United States in the mid-1850s and returned to Mexico where he was eventually elected president) and California explorer and senator John Charles Fremont.

However, the visiting researcher was and still is required to write a request accompanied by "letters of recommendation from two persons of recognized standing in the academic field who can testify to his or her qualifications as a scholar."

Reilly says "the library is somewhat of a museum" as it strives to capture the personalities involved and not merely the events that constitute American history. For example, the library collects personal letters from Presidents such as Washington and Lincoln, and authors such as Clemens and James Fenimore Cooper. It even has the Bent Hickory chair in which Lincoln was sitting when he received the dispatch announcing his nomination for the presidency.

Copley wanted his library to be a place for important art as well as writings, so he purchased many paintings. The most famous one, by Jeremiah Paul, shows George Washington, his wife, Martha, her daughter and grandchildren, and Washington's valet. The painting had been missing for about 150 years after being sent, shortly after completion, to London so that engravings could be made for producing future copies.

As the collection began to outgrow its 800-square-foot quarters, Copley decided to give the library its own building. Before his death, he reviewed architectural renderings for a proposed new facility.

Helen Copley, now chief executive officer of Copley Newspapers, was the motivating force behind making her late husband's dream of a full-fledged library become reality. In the fall of 1980, construction began on the new building; it was finished in mid-1981. The building and the acquisitions for it have been funded by Copley Newspapers.

With its increased space and security, the Copley Library is now better able to accommodate more researchers, school groups, and small tours, curator Reilly says.

Librarian Suzanne Carnes says the library is giving tours to local civic and student groups in hopes of raising the level of sophistication of students regarding the gathering of information and making the library better known and more accessible to people living in Southern California.

The library is involved in California's Project CLIMB (Cooperative Library Instruction for Maximum Benefit). The project aims to make students, as well as the general public, aware of the extensive research resources available at no cost.

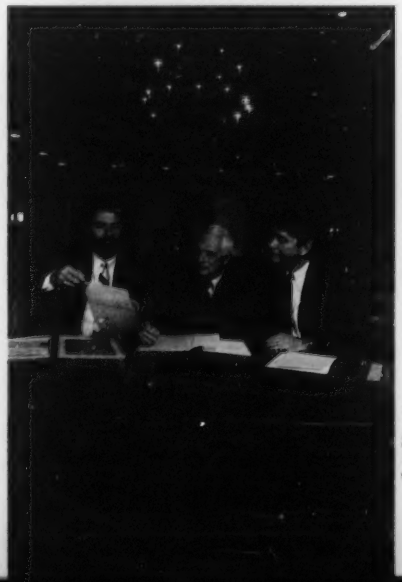
Currently, an average of about 15 scholars and 150 people on tours visit the library each month.

Carnes and a temporary assistant are now listing all the library's holdings in a computer that is part of the OCLC (On-Line Computer Library Center) database so that its resources can be made available to 6,000 other libraries.

For instance, Reilly says, students at Princeton University "could do research at their own library for a thesis on, say, George Washington. If they find letters or something (on their computerized bibliographies) they would like here in La Jolla, all they need to do is send a letter stating their request, and we'll send them an invitation to the library. We can also photocopy or photograph the resources they need. . . . We are very ready to share information."

The library plans to keep looking for acquisitions along the lines of its existing collections. Rare editions of American and English literature are high on the wanted list. It also seeks to collect more material regarding women's suffrage.

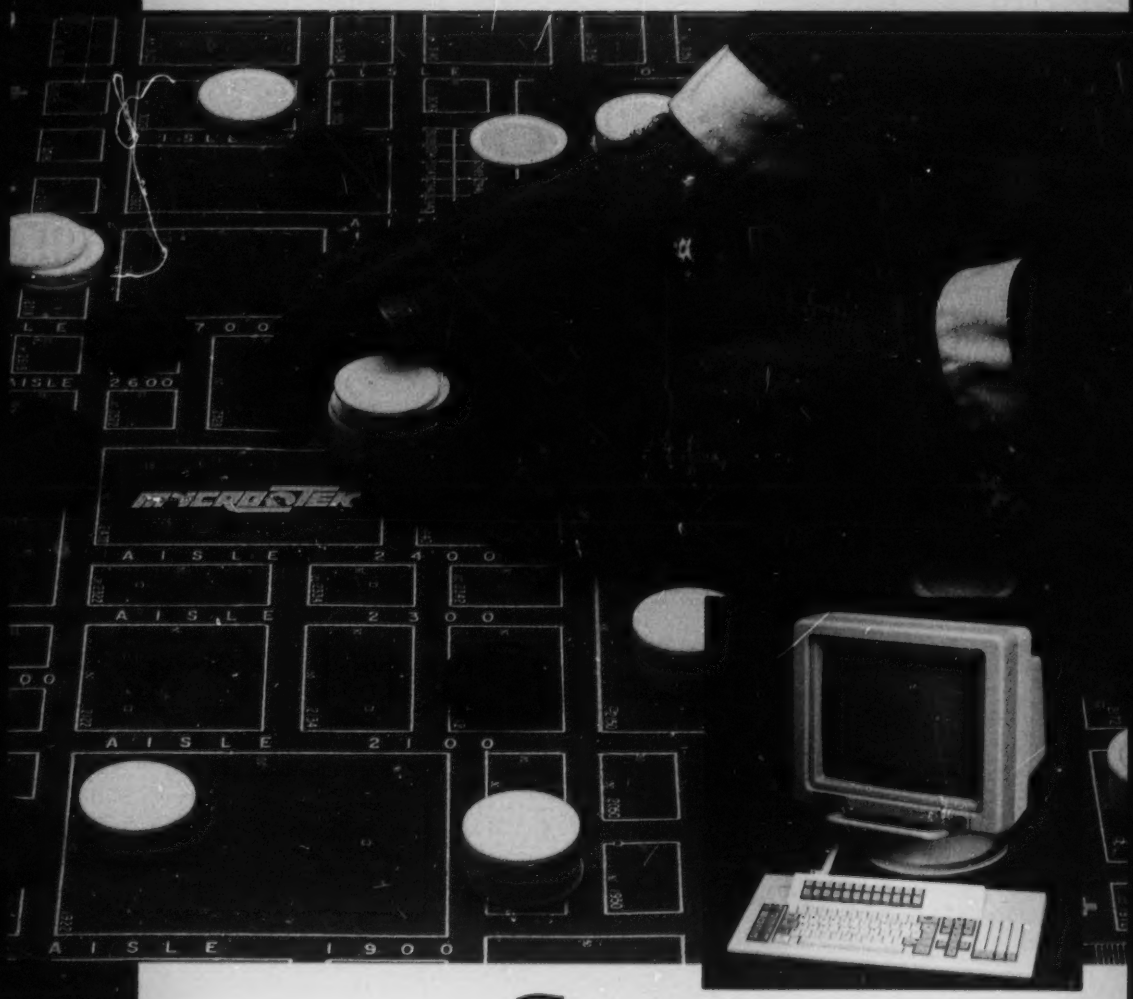
Asked whether further expansion lies ahead, the curator says, "We're at the limits of our property, but we've got plenty of room (within the building). We are still working on filling the 100,800 feet of shelving that remains." □



Scott Linnett

Examining documents are (from left) San Diego public school teacher Kirk S. Ankeney, Reilly and Robert C. Ritchie of the University of California, San Diego.

Pease, a Duke University senior, is a summer intern at presstime.



SOME DIDN'T.

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Where's the Sleaze?

'Supermarket Tabloids' Are Less Lurid

BY TOM KELLY

Let's play "Name That Newspaper!"

Which American newspaper not only has brought about the adoption of more than 200 hard-to-adopt children but also recently won a national award from the Arthritis Foundation?

Need another clue? Which newspaper honored a group of "American heroes" in the U.S. Capitol on the 25th anniversary of the space flight of Sen. John Glenn a few months ago?

Still stumped? Which newspaper celebrates every December by erecting the world's largest Christmas tree and turning its Florida grounds into a mini-Magic Kingdom to the delight of hundreds of thousands of visitors?

Here's your final clue: Which newspaper scooped the world's press by publishing photographs that proved former presidential candidate Gary Hart's Bimini weekend with model Donna Rice was something more than a campaign strategy meeting?

Kelly, current president of the Florida Society of Newspaper Editors, is former editor of the Palm Beach Post.

> *"We have a worldwide and well-paid professional staff that thoroughly researches every story we print."*

The answer, which should be obvious by now, is the National Enquirer, the Lantana-based tabloid whose 4.5-million weekly sales buttress its modest masthead claim of "LARGEST CIRCULATION OF ANY PAPER IN AMERICA." Since nearly four people are estimated to read each tabloid sold, more than 17 million may see each week's issue.

When all six of America's major "supermarket tabloids" are tabulated, their 13 million sales translates to more than 50 million readers.

© David Rambo

"High-end" tabloids say they compete with women's and celebrity magazines.

Shoppers who may not have picked an Enquirer out of a supermarket rack for several years may be surprised by the once-scandalous tabloid's determined drive for respectability. No longer is the Enquirer the repository of the weird and the sleazy that it was when owner Generoso Pope launched it in the 1950s in New Jersey.

The new Enquirer is a slick-paper, four-color product replete with full-page displays from such major-league advertisers as Marlboro, Salem and Winston cigarettes, Palmolive dishwashing liquid, and Kraft cheese.

As it matures in its 30s, the Enquirer has acquired not only typographical sheen and editorial polish, but it also has adopted a philosophical tone that is nearly as upbeat and flag-waving as that of USA Today. The new formula is paying off in attracting national advertisers lured by the relatively low cost and carefully targeted audience.

"I'm very happy to say we're not the 'old Enquirer' any longer," says Publisher James Martise. "Since 1980, our editorial approach has moved in the direction of service, food, marriage and children, the family unit, women's fashion, beauty," he says.

"We have established strong credibility in the medical area, and we have moved to recognize and feature people who typify American values of honesty, charity and bravery."

Still, celebrity stories—with an emphasis on television personalities—make up some 35 percent of the editorial content of every issue. The stories are mostly chatty and noncontroversial, perhaps not coincidentally in reaction to the $1.6-million libel award won by comedienne Carol Burnett from the Enquirer in 1981. (An appellate court later reduced that amount to $200,000, and after Burnett said she would seek a new trial, the two sides reached an out-of-court settlement for an undisclosed sum.)

THE COMPETITION. To hear the Enquirer people tell it, they have little in common with the other five tabloids in the supermarket racks aside from superficial appearances. Their competition is not really Rupert Murdoch's slick (and slightly larger-

THE NEW WOMAN IN BAKKER'S LIFE
MARIE OSMOND
SECRET VISITS FROM PASTOR IN MIN
MIRACLE BEATS ALL
BACK FROM THE DEAD
UFO STEALS FARMER'S PICKUP TRUCK!
He barely escapes as '72 Chevy is sucked into huge starship!
NEWS
LONELY BACHELOR
Find my dream gal for me and I'll pay you $1,000!
'I guess I needed more practice,' he tells cops
MAGICIAN SAWS GIRL IN HALF BY MISTAKE
Amateur Houdini bungles tr
HE'S MAN ENOUGH FOR ME!
My husband used to be a woman!
BIZARRE!
Family vanishes in carnival fun house!
Tyson buries his millions with him!
Meet the man who uses his coffin as a coffee table!
NATIONAL ENQUIRER
GARY HART ASKED ME TO MARRY HIM
Exclusive Photos of Fun-Filled Weekend in the Bahamas
How Paul Newman Played Cupid for Tom Cruise & Bride
JIM BAKKER DEATH THREAT DRAMA
Star
JOHNNY CARSON'S SECRET WEDDING
MADONNA'S PLEA TO JAILBIRD SEAN: SEE A SHRINK
Full-scale government cover-up
ALIEN BABY FOUND IN CRASHED UFO
National Examiner
OPRAH WINFREY REVEALS SECRETS OF HER INCREDIBLE SUCCESS
Multi-million $$ deal for
JIM and TAMMY TO HOST MIRACLE HEALING SHRINE
TRAGEDY OF LONELY WIDOW WHO ATE PET FOOD FOR 20 YEARS
Why KATE & ALLIE star
pals
any more

sized) Star (3.5-million weekly sales) or Globe Communications Corp.'s Globe (nearly 2 million) and National Examiner (1.1 million), but rather the traditional women's magazines such as Good Housekeeping, Ladies' Home Journal and McCall's. The big four tend to turn up their noses at the two "low-end" tabloids—the National Enquirer Inc.-owned Weekly World News (1.1 million) and Globe Communications' Sun (500,000).

"We're daft, but believable," sniffs an editor of one of the big four. "Those two are daft also, but too far off the wall for all but the terminally gullible."

The New York City-based Star perceives its competition as People and Us magazines. Indeed, it even refers to itself as a magazine, not as a newspaper and never, ever, as a tabloid. It sells for 69 cents, four cents higher than the Enquirer and 10 cents more than the Globe, Examiner and Sun.

Peter Eldredge, a former advertising director for New York magazine and until recently the Star's publisher, has said, "The Enquirer may have upgraded, but they haven't changed the product. They're still a tabloid newspaper. We're a magazine."

The Enquirer has moved itself out of the traditional tabloid arena in the 1980s, perceiving that the celebrity-gossip field had become glutted not only by People and Us, but also by the women's magazines, which suddenly began featuring television stars instead of recipes on their covers.

Indeed, Iain Calder, president and editor of the Enquirer, resents being lumped with the other publications. "Any comparison is unfair because we are only generically related to the other tabloids. We have a worldwide and well-paid professional staff that thoroughly researches every story we print. There are great differences between us and the lower-end tabloids," he says.

The Enquirer of the '80s is merely another demonstration of the publication's chameleon-like ability to change its style to keep up with the changing tastes of its readers.

And who are these millions of readers? Calder talks about the mythical "Mrs.Smith from Kansas City," who has a high-school diploma, a home and a family, is God-fearing and patriotic, shops for her groceries in a supermarket, and prefers to treat her family's ills with over-the-counter remedies. The preponderance of Enquirer ads also suggest that she is overweight, prone to aches and pains, chain-smokes, would like to get rich quick and believes in miracles.

While not denying the "Mrs. Smith" theory, Martise prefers to describe the Enquirer's target market as the "pink-collar" woman, as differentiated from the white-collar professional-managerial type and the blue-collar maid-waitress type. The pink-collar woman holds down a job as well as being a homemaker, and her numbers are increasing.

GLOBAL VIEW. Although the Enquirer's strategy appears to be succeeding, the folks at feisty Globe Communications describe themselves as the defenders of a fine old tradition of pure tabloidism.

"Whenever you read that a tabloid has named a fashion editor and a food editor, you know right away that it has sold out," says William Burt, who edits the National Examiner and who, like Calder, is a native of Scotland. "The Examiner would lose its flavor if it ever tried to act like a magazine."

The Examiner and its sister tabloids—the Globe and Sun—are produced in a sleek modern building whose Boca Raton neighbors are high-tech giants IBM and Seimens. Thus five of the six U.S tabloids are published within 15 miles of each other in Palm Beach County, Fla., creating a veritable "Tabloid Valley."

Globe Editorial Director Mike Nevard, like Burt an alumnus of the National Enquirer, makes no apologies for his publication's emulation of the Enquirer.

"That's why we moved to Florida in 1982—to be near the Enquirer," says Nevard, who estimates that half his editorial staff of 80 consists of former Enquirer journalists. Globe staffers earn about 20-percent less on the average than their colleagues at the Enquirer, where reporters pull down more than $50,000 and senior editors earn well over $100,000. Many of the ranking journalists are veterans of London's sensational Fleet Street tabloids.

Globe's entries compete at some distinct disadvantages. Because the parent company's presses are located in Canada—in Calgary, Toronto and Montreal—and because supermarkets for logistical reasons require the Globe papers to arrive five days before going on sale, they must be "locked up" editorially nearly two weeks before they hit the supermarket racks. Nevard and Burt find themselves constantly trying to anticipate which stories and personalities will be "hot" two and three weeks in advance.

The Enquirer and Star, by contrast, hold their press starts until four or five days before they go on sale each Tuesday. That enables them to get a jump on topical stories, such as the Star's original splash on the Gary Hart-Donna Rice affair in its May 19 issue.

When the Globe people find a hot story, they tend to ride it for weeks. Jim and Tammy Bakker were on the cover of the Examiner in three of four recent issues, dovetailing neatly with unfolding events in the televangelism scandals.

The Enquirer and Star may spend millions on television ads and sophisticated market research, but the approach at the Globe is more basic. One wall of Editor

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Burt's office is covered with the last 77 National Examiners. In the lower left-hand corner of each is a handwritten legend showing the number of copies sold.

"This is our market research department," laughs Burt, gesturing at the wall. He points to an April cover that sold 1.4-million copies. It featured "The Marriage Secrets of Jim and Tammy Bakker." Burt says the story (like the Enquirer's reported $25,000 payment for the Hart-Rice photographs published June 2) was a product of checkbook journalism. "It cost us $21. We ordered three of their own books for $7 apiece from Heritage USA."

Less successful was a Cary Grant cover that sold fewer than 900,000 copies. The story described some of the late actor's bizarre practices and beliefs. Burt learned a lesson from that one. "People don't want to hear unpleasant things about their idols." Brightening, he points out that the Examiner was the first national publication to feature Vanna White on its cover July 1, 1986. "That sold 1,271,000 copies," he chortles. The TV game-show personality has been on the Examiner's cover at least once a month in the last year.

Globe Communications' Nevard concedes that "the established press looks down on the tabloids, but they have borrowed the gossip and service stories from us. Our papers are very professionally produced by professional journalists. Attorneys read every word of every issue before it goes to press. We are aiming to entertain, not educate, and we don't look down on our readers. They're ordinary people with a lot of doom and gloom in their lives, and we want to improve their home life and communicate with them. We talk their language."

It is becoming increasingly apparent that the tabloids are talking the advertisers' language as well. The Enquirer claimed a record for national ad pages with 364 in 1986. The Star has signed on a raft of big-name advertisers, including Lorillard, R. J. Reynolds, Procter & Gamble, Phillip Morris and Plough.

What the tabloid world seems to be coming to is a kind of respectability. That may be music to the ears of the publishers and accountants, but it saddens the rumpled veterans of the screaming-headline wars

"People used to talk about the four s's whenever they talked about tabloids—sleazy, sensational, sexy and scandalous," recalls Burt. "Then they added a fifth 's'—supermarket."

Burt doesn't even want to think about his profession acquiring any more "s-words." Could this spasm of scrupulous sanity be steering the shameless tabloids straight to stagnant solemnity? Stay tuned to your neighborhood checkout counter. □

Publishers on Parade

Why does the Pulitzer Prize winning Lexington Herald-Leader order 7,280,000 PARADES a year?

The Lexington Herald-Leader, a leading Knight-Ridder paper, has carried Parade since 1974. Back in those days, Sunday circulation was 83,476, far below today's net paid 136,969.

Creed Black, publisher of the Lexington Herald-Leader, says, "Adding Parade was one of the first steps our company took, after acquiring the Herald-Leader, to make the Sunday paper a complete package. It was an immediate hit and undoubtedly has been a major contributor to the steady circulation growth we've enjoyed ever since.

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CREED C. BLACK
CHAIRMAN AND PUBLISHER, LEXINGTON HERALD-LEADER

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Ranks of Independent Newspapers Continue To Fade

The number is at 434 and dropping as families feud, pay high estate taxes and are tempted by purchase offers

BY MARY A. ANDERSON
presstime staff writer

(Editor's note: For the purposes of this Special Report, an "independent" daily is defined as a general-interest newspaper, or co-located newspapers, owned by a family or company that has no other dailies. The tally of 434 U.S. independents was derived from a listing maintained by ANPA that was cross-checked by presstime *with all 50 state press associations as well as industry analysts.)*

The extinction of the independent newspaper has been predicted since at least 1903, when press lord Frank A. Munsey declared in his Munsey's Magazine, "In my judgment it will not be many years—five or ten perhaps—before the publishing business of this country will be done by a few concerns—three or four at most."

Last December, a modern-day media mogul made a similar declaration. "In the sophisticated society in which we now live, [the global information and communication industry] will become dominated by 10 or so major corporations," said British publisher Robert Maxwell to a group of analysts. "I put myself forward as a candidate for one of the 10 places."

As long as press lords have aspired to dominate the mass media, owners of independent newspapers have sought defenses against the perceived evils of non-local, group ownership.

When someone asks him to sell his newspapers, Douglas L. Manship, publisher and editor of the Morning Advocate and State-Times of Baton Rouge, says he replies: "It's always worth a

David E. Pease, a Duke University senior and summer intern for presstime, *conducted some of the research for this article and the accompanying charts and table.*

dollar more to me than it is to you because I have sweated. I have put time and care and patience into it." One hopeful acquisitor recently offered $250 million for the papers (combined circulation, 115,986), he reports.

His older brother, President Emeritus Charles P. Manship Jr., does not have heirs, but each of Douglas Manship's four children has gone into the family business. "At least we are safe for the next generation," he says.

Long-term, however, "I am not sure that they (his two sons and two daughters) wouldn't say, 'What the hell'" and sell. "I think eventually, with very few exceptions, newspapers are going to all be chain operations."

The trend toward fewer independently owned newspapers has roots early in this century, but it has accelerated in recent years as acquisition-hungry groups roamed the country in search of profitable newspapers to buy.

An average of about 50 U.S. dailies a year changed hands from 1977 through 1985. Many represented group acquisitions of independents, but there were also group-to-group sales and occasional instances where an independent owner acquired a paper from a group.

The number of sales jumped to 103 last year, spurred in part by the Tax Reform Act of 1986, which imposed a higher tax on capital gains effective this year.

Lately, the activity has slowed, with 26 newspapers sold during the first six months of 1987. But many observers expect the pace to pick up in the months ahead.

"I think the trend will continue, and I think there will be fewer independent or family-owned newspapers," says Douglas H. McCorkindale, vice president and chief financial officer of Gannett Co. "In some cases, it's sad; in other cases, not so sad. Society is changing."

McCorkindale may well be the acquisitions czar of the newspaper industry. During the past 16 years, his involvement in closing more than 60 deals for dailies has helped make Gannett the nation's largest newspaper group in daily circulation and second (to Thomson Newspapers Inc.) in numbers of newspapers owned. Gannett's circulation has tripled and holdings have doubled during that time.

These days, McCorkindale says, newspaper owners are more likely to come to him than vice versa. "In the late '60s, early '70s, there was more courtship than exists today, but today you don't have to tell a newspaper owner, if he wants to sell, Gannett is a company he should talk to."

Sell they do. Currently, just 434 out of 1,657 U.S. daily newspapers—26 percent—remain under independent ownership. They account for about 19 percent of daily circulation.

Their ranks have been dwindling since 1910, when 2,140 were independent and only 62 were group-owned. (See chart, p. 18.) The balance shifted in 1960, when the group-owned dailies first outnumbered the independents.

In Canada, independent ownership is even less pronounced. Of the country's 111 daily newspapers, 21 (18.9 percent) are independently owned.

How low will the number go? Executives of newspaper groups, independent publishers, analysts and brokers agree that there will always be independent newspapers—but not very many of them. By the year 2000, according to varying estimates, anywhere from a handful to 250 will remain.

Hoping his paper will be among them is Alfred T. (Ted) Fritts, co-publisher with his brother Donald of The Bakersfield Californian. He says that "no price" could get his attention. "My brother and I are making plans to be sure the paper remains within the family."

McConnell (left) and Henry Slane, chairman of the board and chief executive officer, oversee one of the largest remaining independent newspapers.

Pressure has increased to sell the 82,500-circulation daily, particularly as word spread that Donald Fritts is ill with Huntington's disease, leaving him unable to take an active part in running the company. "The vultures descended. People are short of ruthless but pretty blunt—recklessly blunt," says Ted Fritts, who himself plans to leave management of the newspaper at the end of the year to start a theatrical production company in Los Angeles.

The Fritts brothers and their sister, Virginia F. Cowenhoven, plan to maintain their ownership interest and entrust the paper's operations to Chief Executive Officer Jerry K. Stanners. Cowenhoven, currently a reporter for The Milford (N.H.) Cabinet and the only sibling with children, has been considering taking the publisher's chair.

REASONS FOR SELLING. The resoluteness of families like the Frittses and the Manships notwithstanding, there are powerful pressures on independent publishers to sell:

- Estate tax laws act as an incentive for selling because the laws value a newspaper property at the inflated price it would fetch on the open market. Although the estate-tax rates have been reduced from 70 to 55 percent, the Internal Revenue Service's cut is a sobering test to even the most determined heir's commitment to keep a newspaper in family hands.
- Irreconcilable differences within a newspaper family are the least predictable and least controllable of the forces that put independent newspapers on the block. Shareholder divisiveness increases as branches of the family tree become more numerous, particularly in the fourth or fifth generation. In such cases, the financial toll of trying to buy out a relative's stock at high market values may outweigh the emotional toll of selling the family newspaper.
- Lack of a successor—either an heir or a handpicked professional—is another primary reason to sell.

Alberto Pacheco

• Continuing high prices for newspapers, usually in combination with any of the above, activate what securities analyst John Morton says is the most powerful inducement to sell: "the golf factor." Morton explains: "Here's a guy, he's lived a prosperous life but he goes to work every day and he finds the only thing that separates him from being part of the idle rich is to say, 'Yes.'"

Just about any independent newspaper publisher has that option, especially those in non-competitive growth markets. "Everybody who's got an independent paper can find attractive offers," says newspaper broker Gerald D. Reilly of Greenwich, Conn. "There's an infinite amount of money chasing these properties."

Resisting the lucrative offers takes more than a determination to just say no. Behind the intricate legal and financial strategies constructed by independent newspaper owners are deeply held values.

Newspapers provide a handsome living, with recent profit margins for public newspaper companies averaging more than 20 percent. But at a time when prices are averaging 10-15 times the yearly operating cash flow, the reasons that most families hang onto their papers are distinctly non-pecuniary.

"There's a kind of psychic income that comes with having a newspaper, that you have a special position in the community," says Susan E. Tifft, a Time magazine writer. She and her husband, New York Times reporter Alex S. Jones, will publish a book next year about the issues in family newspaper ownership represented by strife within the Bingham family of Louisville, who sold The Courier-Journal and The Louisville Times to Gannett last year.

When the debate turns to the relative quality of independent or group-owned papers, each side has articulate partisans, but journalism researchers have found no consensus.

One of them, Philip Meyer of the University of North Carolina, says "I just can't find any differences. There are good group papers and bad group papers."

Writer Tifft says, "One of the things I have discovered: It's very hard to make generalizations with any accuracy because there are many kinds of newspaper owners out there, both among the chains and the individuals."

To those independent publishers interviewed by **presstime**, however, the grass remains greener on their side of the fence. They may concede that group ownership has improved many independent papers, but the long-held principle that independent is preferable has no stronger roots than at home.

To many, perhaps the most powerful motive to remain independent is the desire to pass on a legacy.

Horton P. Beirne, third-generation publisher of the Covington Virginian (evening, circulation 8,385), says that is the only reason he is holding out. Otherwise, "I don't think it makes any difference" whether his paper is independent or group-owned. Because he hopes to give his two children the same head start in the business he had, he turns down one or two offers a month from groups interested in buying his daily deep in the Allegheny Mountains.

Cowenhoven, one of The Bakersfield Californian's three co-owners, has three children who would be the only fifth-generation heirs to carry on the family business. "I know there's probably a fair amount of money involved," she says. "But if I am going to pass on a legacy to my children, (the paper) is a much more rewarding and exciting and more decent legacy than just money."

Plain distaste for group ownership also has inspired some independent owners to keep their newspapers in local hands.

In the case of the Peoria (Ill.) Journal Star, former majority owner Henry P. Slane ushered in an employee stock ownership plan in 1983 that currently holds 83 percent of the stock. "It's a visceral kind of thing," says President and Publisher John T. McConnell, Slane's son-in-law. "There's some logic behind it. But he doesn't like the idea (of group ownership). He thinks a newspaper is a driving force in the community and should be locally owned."

As word spread that a family member in Bakersfield was ill, "The vultures descended. People are short of ruthless but pretty blunt—recklessly blunt."

WHO ARE THE INDEPENDENTS? If there were an "Independent Newspaper Belt," it would cut a northeasterly swath from Texas through Pennsylvania. Those two states and Oklahoma, Kansas, Missouri, Indiana and Ohio are the only ones that sustain 20 or more of this diminishing breed. (See map, p. 20.)

They are predominantly small- to middle-market newspapers. Nearly half of them have less than 10,000 circulation, and only 16 have more than 100,000 circulation. (See chart, facing page, and list, p. 22.)

They range from large metro dailies like the Chicago Sun-Times, The Milwaukee Journal and the Oakland Tribune, to small ones like the Jonesboro (Ark.) Sun, The Courier Herald of Dublin, Ga., and The Daily News of Longview, Wash.

Plenty of mid-size dailies such as those in Bakersfield and Peoria round out the list.

A few are even part of publicly traded companies that own no other newspapers: The Boston Globe, The Tulsa Tribune and The Albany (Ga.) Herald. Sixteen of the independents are published as part of one of the 21 joint operating arrangements under the Newspaper Preservation Act, designed to maintain competitive newspaper editorial "voices."

For the most part, independent newspapers are private, family-owned and kindred spirits with many of the small, family-owned

groups [presstime, Nov. 1983, p. 47]. In fact, of the current 146 newspaper groups, 53 have just two U.S. dailies and 43 others have no more than five.

McClelland Newspapers in Washington state was an example of such a group until its holdings were divested earlier this year. The series of transactions returned The Daily News in Longview to independent status, as Publisher and Editor Ted M. Natt purchased full ownership from other members of his family. "It's home base. This one's the one my grandfather (J.M. McClelland Sr.) founded in 1923," Natt says. "At 45, I was not ready to retire by any manner or means, and I have two children either in the field or in J-school. Not only do I want to carry forward, but I want the kids to have the same sort of opportunity I had."

Since the moment he took over, Natt has heard from groups that covet his paper. "The ink hadn't even dried on our deal when I got letters and phone calls: 'Get in touch with me if you ever want to sell.'" But his plan is to hold on and to take advantage of growth opportunities himself.

The Baton Rouge daily is expected to be run for at least another generation by the Manships. Flanking the bust of first-generation owner Charles P. Manship Sr. are (from left) Charles P. Manship Jr., Douglas L. Manship Jr., Dina Manship and Douglas L. Manship Sr. Not shown are David Manship, a vice president of the paper, and Richard Manship, general manager of the family's television station.

Just about all independent owners are receiving at least as much attention from groups, brokers and bankers as Natt. "Nearly all are desirable, with very, very few exceptions," says newspaper broker Lee Dirks. "The biggest factor in undesirability is if it is the much weaker paper in a directly competitive market."

According to analyst Morton of Lynch, Jones & Ryan in Washington, D.C., "The only time you'll find a paper that nobody wants is when it has lost a large part of its market. If a paper has done even a half-decent job, it will be attractive for acquisition."

Even negative factors such as a depressed economy or profitability can make a paper "more attractive because it keeps the price down and maybe narrows interest to those potential buyers who feel they can do something to turn the paper around," says Bruce Thorp, another Lynch, Jones & Ryan analyst.

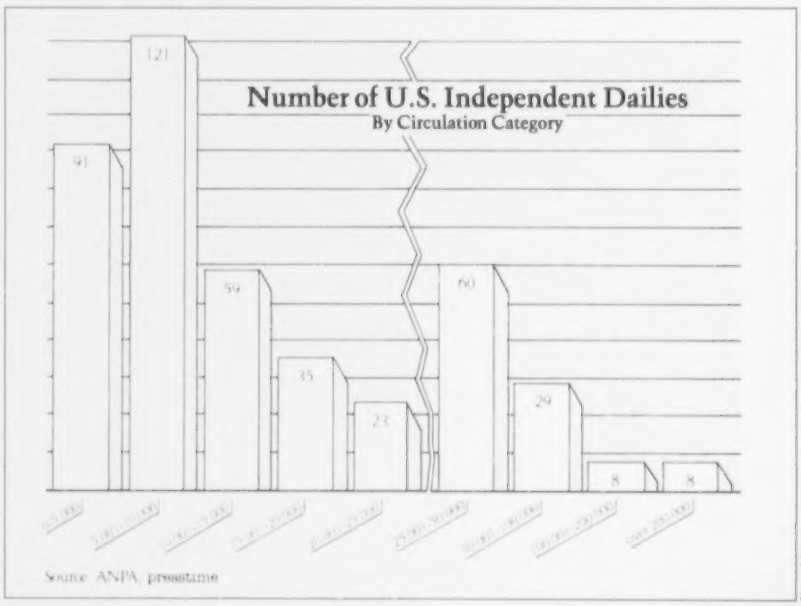
About 40 of the 434 independents are the real plums, Morton says, but he believes several choice properties will never be sold because of the nature and strength of ownership, such as the St. Petersburg Times, the Peoria Journal Star and The Daily Oklahoman of Oklahoma City.

THE ACQUISITORS. Prices of independent dailies have gotten so high that some newspaper groups are backing away from the marketplace. "They have been interested but said, 'We're not going to play this game,'" observes Benjamin M. Compaine, executive director of Harvard University's Program on Information Resources Policy.

Several group executives said as much in a Morton-sponsored meeting of analysts following the ANPA Convention last May.

"Sale prices of newspapers sold in recent years and months have been practically prohibitive, which makes it impossible for a company of our size to make acquisitions," said Donald J. Barhyte, chief financial officer and president of Multimedia Newspaper Co., Greenville, S.C.

Even the New York Times Co., known to pay top dollar under some circumstances, has lost a few heated contests for newspaper properties. Walter E. Mattson, president and chief operating officer, put it this way: "In recent months, we went after two newspapers. We stood up at the plate and took a mighty swing and missed the ball altogether. Prices are very high indeed."



A strong inducement to sell is "the golf factor." The owner "finds the only thing that separates him from being part of the idle rich is to say, 'Yes.'"

Robert W. Decherd, chairman and chief executive officer of A.H. Belo Corp. in Dallas, told the analysts, "A test of reasonableness should be applied. Therefore, acquisitions in Belo's case are limited to a few high-quality opportunities."

A "reasonable" newspaper price, of course, is in the eye of the beholder.

"There's no limit," says broker Reilly. "If there was a limit, it was exceeded umpteen times over by the Naples sale"—a reference to Scripps Howard's acquisition last year of the Naples (Fla.) Daily News. The price for the independently owned, 34,380-circulation p.m., published in one of the nation's boom towns, was undisclosed but estimated by analysts to be about $160 million.

Morton, though, frowns on the price tag. "I have grave doubts that it was worth it," he says, estimating that it amounted to about nine times the paper's annual revenue or more than $5,000 per subscriber. Prevailing yardsticks have been $900-$1,600 per subscriber or two to six times gross revenues.

Compaine of Harvard says he is "constantly amazed the price keeps going up. I scratch my head and say, 'No way can they make money on this,' but that's nothing compared to what is paid a year later. The acquirers have sharp pencils, and they seem to know what they're doing."

If Naples is at the high end of the spectrum, what is the minimum one can spend for a paper these days? "Probably the least you could buy a newspaper for, in a head-on competitive market or a newspaper in trouble, would be less than one times revenue," says Gannett's McCorkindale.

Gannett is known as one of the most aggressive and highest-paying bidders for properties. Other leading players at this time, according to analysts and brokers, are Thomson, William Dean Singleton's MediaNews Group, Ingersoll Newspapers Inc., Donrey Media Group and The New York Times Co.

The acquisitions are being processed through different channels than 10 years ago, when arrangements were handled largely by brokers who generally had worked in the business. Now the biggest sales, such as The Des Moines Register in 1985, have become the province of investment bankers, leaving traditional newspaper brokers with lesser transactions. "The deals I am having now an investment banker wouldn't touch," says Reilly. "Right now, communications are hot. [Bankers] go where the action is, but they don't want a $3-million deal because that wouldn't cover their lunch at Morgan Stanley."

Another broker, Leroy Keller, recalls, "Used to be, a man decided who he wanted to sell to." The owner would provide a list of potential buyers, and the broker would find out which ones were interested in the property.

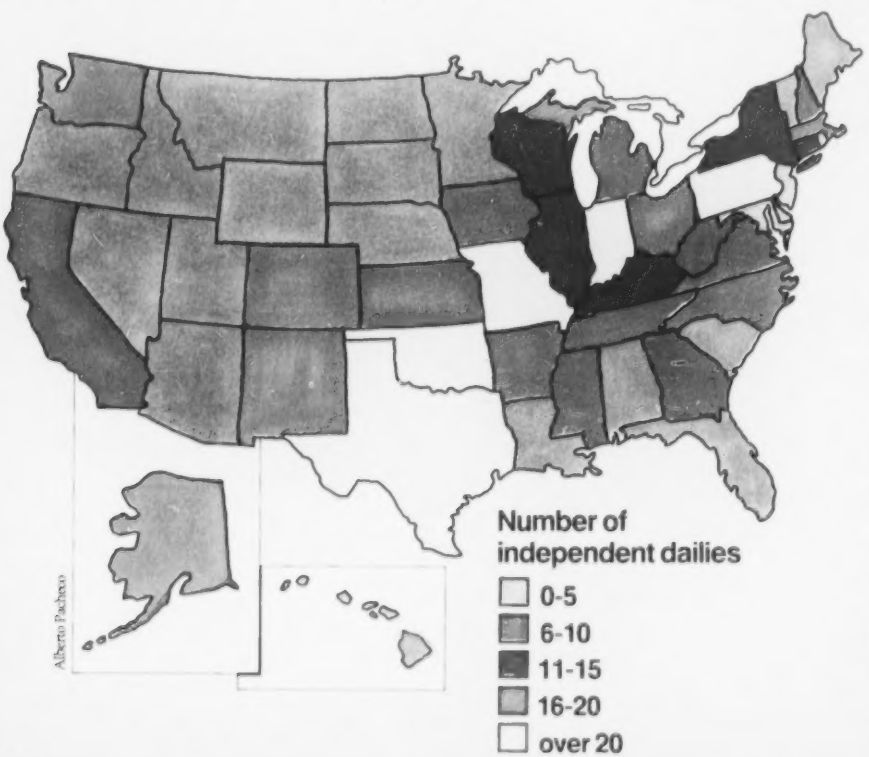
Now the buyer woos the seller, sometimes through a broker or banker, but in the cases of the big groups, often without any intermediaries. For example, Gannett's acquisition of the Arkansas Gazette of Little Rock last year was a one-on-one deal with the Patterson family, McCorkindale says.

But generally the acquisition process involves an investment banker or broker. "For the most part, we don't have anyone representing Gannett," McCorkindale says, "but in the acquisition process, someone has to pay the [banker's or broker's] fee. The seller pays, but it just becomes part of the price."

With the advent of the investment banker, newspaper publishers have discovered that auctions are likely to fetch higher prices than the broker's quiet negotiations. "Money is the final answer," broker Keller says. Publishers selling their newspapers "can talk all they want about the quality of their paper, but they will often take the most money."

Still, some acquisitors like The New York Times Co. find that journalistic standards are important to sellers. "We are in a fortunate position in that there have been very few situations where a newspaper owner has decided to sell a paper where we have not been contacted," Mattson told the analysts' gathering last May. "When a family owns a newspaper, it's a highly emotional thing, and it's like a child, and they want someone to take care of it. And we pride ourselves on taking care of the papers in our group."

Another factor affecting



acquisitions is that the different companies have carved out their own niches. "There's not so much rush (by big groups) to buy papers of less than 10,000 circulation," says broker Dirks. "Big groups just don't chase these because if they add $1 million to $3 million to revenues, it doesn't amount to much of a difference."

Yet those very small papers are just what some companies, such as Canadian Conrad Black's Hollinger Inc., are seeking [**presstime**, May 1987, p. 6].

Gannett, on the other hand, has compiled a list of 230 newspapers and small groups "that would qualify for acquisition," McCorkindale says. "I excluded all newspapers under 20,000 circulation and all (those owned by) the significant groups and all those that compete with Gannett." It is not a "shopping list," he says, but a "mechanical counting" developed in response to Wall Street concerns that, given the prolonged, brisk period of acquisitions, there might be nothing left to acquire. "We think there's plenty of room."

SURVIVAL STRATEGIES. Staunchly independent newspaper publishers seek defenses not only from acquisitors but also from heavy estate-tax burdens.

On the latter point, estate taxes are declining, for the moment. A 1981 reduction in the rate has dropped levies from 70 to 55 percent, and a further decrease to 50 percent is scheduled to be phased in next year. But a possible increase in estate taxes is being eyed by some tax writers as one means of narrowing the gap between federal expenditures and revenues.

"If you have a family business and that's your only major asset . . . and you have to pay $25 million in estate taxes, you can't get that money anywhere except selling," says Martin Casey, ANPA's manager/government and international affairs. "That's always been our (ANPA's) concern."

ANPA and the National Newspaper Association joined forces in the late '70s and early '80s to seek broad relief for all family-owned businesses—recommending, among other things, that businesses be valued for estate taxes as going concerns, a far lower basis than fair market value. The lobbying effort was unsuccessful.

Given the current attitude among many members of Congress to raise revenue and reduce the deficit, Casey says, "I don't think there's a great opportunity in Congress to argue this position effectively."

How a family deals with the estate-tax question is the linchpin of a total strategy to keep a newspaper independent. A publisher cannot plan too much.

"It's pretty tough," says K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass. "There's no stability in the tax law, whether in personal or corporate taxation." He calls the government "the primary villain to the family, closely-held-ownership situation." And to have a chance of surviving the ever-changing tax laws, he says, "You have to have a host of advisers and lawyers."

A fourth-generation independent publisher (see profile, p. 30), Low plans to choose one of his two children to control The Patriot Ledger. Both are already interested in working at the paper. Although both would have a financial stake in the venture, he believes the one who becomes publisher should have voting control of the majority of the stock while the other receives dividends.

He rejects the idea of a trust that splits control among various family members, which is prevalent at many family papers, calling it a "time bomb" that takes authority away from the publisher.

St. Petersburg Times CEO Patterson (center), designated successor Barnes (left) and Executive Vice President and General Manager John O'Hearn examine progress of $12-million addition to the newspaper's downtown building.

A stategy such as Low's fits well within a number of plans to minimize estate taxes, says Scott A. Richards, senior valuation analyst at Management Planning Inc. in Princeton, N.J. Many independent newspapers have turned to that firm for help in estate and other financial planning to perpetuate family ownership. In fact, newspapers make up 15 to 20 percent of its clientele.

Depending on how liquid the owner is willing to make his estate, Richards says, publishers can help retain family ownership through several means, including:

- Giving non-voting stock to their children to reduce the market value of the controlling owner's stock.
- "Estate freezing" to cap estate-tax liability by issuing preferred stock in exchange for common stock—structured so the active owner's stock will not increase in value but retain voting power.
- Buy-back agreements with arbitration provisions to ensure a company can buy back stock at a fair price from a shareholder who insists on selling. Such a buy-back provision allowed John Costello, publisher of the Lowell (Mass.) Sun, to obtain his brother's 50-percent ownership for $28.5 million last January.

Big groups don't chase papers of less than 10,000 circulation. "If they add $1 million to $3 million to revenues, it doesn't amount to much of a difference."

"What has really helped in this matter is that publishers are very knowledgeable, and they understand their estate problems and they seem to pay a little more attention to them than owners in other industries," Richards says.

The cost of remaining independent can be especially high when trying to overcome family disputes. "In the Lowell instance, (the buy-back) is going to handcuff them for awhile," says Richards, whose company appraised the property for Costello. "But it's their money. They could have invested it in equipment modernization or maybe bought another paper."

According to analysts, brokers and others involved in the newspaper marketplace, the last independent newspapers in America will be those with the most iron-clad estate plans. Among them, they agree, will be the St. Petersburg Times.

Its defense against acquisition was the late publisher Nelson Poynter's gift of all the controlling stock in trust to The Poynter Institute for Media Studies. Originally known as the Modern Media Institute, it was founded in 1975 with a twofold purpose: to establish an educational institution to elevate the practice of journalism, and to "absolutely assure the independence of this paper," says Eugene C. Patterson, chairman and chief executive officer of Times Publishing Co.

To ensure that the Times would remain out of group or non-local hands, Poynter had considered, and rejected, such alternatives as employee stock ownership plans or leaving it to his alma mater, Yale University.

Because the institute is an accredited educational institution, the dividends paid by the trust's stock are tax-exempt and put directly to educational purposes. (Under federal tax law, accredited educational institutions may own a newspaper's controlling stock, but charitable foundations may own no more than a third. The Houston Endowment, a charitable foundation, sold the Houston Chronicle this year to comply with the law.)

Implicit in Poynter's plan was a "trust between professionals" by which the chief executive officer—currently Patterson—votes the proxy of the stock and designates a successor, trained in the years prior to the CEO's retirement. As Poynter chose him, Patterson has chosen current Times President and Editor Andrew Barnes.

"I hope to hand down the principles, as Nelson did, that professionals will be able to manage a newspaper company in perpetuity without the difficulties that seem to arise in family or in chain ownership," Patterson says.

However, Patterson doesn't expect other independent owners to follow Poynter's example. "For a publisher to do as Nelson did, he must give away the fruits of his life's work," he notes.

ONE LESS AMERICAN DREAM. The motivation behind such an extreme action is the belief that whenever an independent newspaper is sold to a group, something valuable is lost. And from his St. Petersburg vantage point, Patterson is one of the more vocal critics of group ownership.

Although acknowledging that good and bad papers exist under both group ownership and independent ownership, Patterson believes that non-local, group newspapering does not bode well for American journalism over the long term.

"In the second to third generation of (non-locally) hired managers, that's the point at which I have concern," Patterson says. "And I believe it's already become visible that short-term earnings gains are replacing journalistic concerns, that editorial quality is being placed second to financial considerations, and that centralized budgets are being too heavily emphasized. I do not see enough innovation and effort being made on the part of the chains, generally, to devise yardsticks to measure performance beyond the bottom line."

Fritts of The Bakersfield Californian worries that the passing of local ownership changes the relationship between newspaper and community—perhaps imperceptibly at first, but unalterably. "I think you lose a sense of passion or a sense of dedication that comes with generations of devotion, of integration, of mutual cause and effect," he says. "You may antagonize, but the people know you. There's trust and real passion from this community. And I don't think you can replace that."

For others, the value of local ownership is just the beginning of the debate.

"I don't think that the quality-of-the-product argument is an issue. I think it's a red herring," says Quincy's Low. "The question is whether the founding fathers, in this, the 200th year of the Constitution, had something in mind relative to diversity of opinion when they gave the press special status. My thinking is that they did, that they did not foresee the idea the press would be controlled by a dozen or more people."

Yet analyst Morton earlier this year viewed the situation differently. In his annual report on newspaper ownership, he posed this question: "How many other industries are there where the 25 largest companies produce ONLY one-third of the products and ONLY two-thirds of total sales of those products?"

Morton agrees with Low, however, that some of the more discordant voices in the chorus of American newspapering would

20 Largest Independent Dailies in the United States

Newspaper	Circulation[1]
Chicago Sun-Times	612,600
The Boston Globe	500,106
The Buffalo News	321,301
St. Petersburg Times	314,696
The Milwaukee Journal	289,254
The Columbus Dispatch	255,976
The Daily Oklahoman, Oklahoma City	239,024
Milwaukee Sentinel	192,638
The Christian Science Monitor	186,195
Daily News, Los Angeles	153,441
Oakland Tribune	150,482
Asbury Park (N.J.) Press	139,954
The Press Enterprise, Riverside, Calif.	138,856
Tulsa World	127,857
Albuquerque Journal	111,331
The Providence Bulletin	110,180
The Peoria (Ill.) Journal Star	98,318
The Youngstown (Ohio) Vindicator	93,929
The Providence Journal	93,578
The Patriot Ledger, Quincy, Mass.	90,518

[1] ABC FAS-FAX, March 31, 1987

"I think we have been through a period of obliteration. Now, I think free enterprise will start biting away at the ankles of these giants."

be silenced under the baton of group ownership.

In a recent column for the Washington Journalism Review, Morton lamented the loss of independent crusading publishers such as the late William E. (Ned) Chilton III of the Charleston (W. Va.) Gazette and William Loeb of The Union Leader in Manchester, N.H. If they were dedicated to moral outrage, if they were hot in an age of cool, they were at least never boring to their readers, Morton maintained. "In this era of bland and prosperous newspapers," he wrote, "they should be the norm for the breed."

Low says, "I, too, equate Chilton and Loeb as birds of a feather, though no two people could be further apart. Both represented a kind of feisty maverick that almost everybody disagrees with but they are sort of an equal-opportunity antagonist. They represent the kind of diversity of opinion you're not likely to get out of the kind of vanilla publisher you are likely to get out of Gannett. I don't know what flavor Ned Chilton was, but it sure wasn't vanilla."

Harvard's Compaine takes the other side. "I think there's plenty of diversity. Just because someone's loud and shrill and obnoxious, as opposed to being reasoned in their approach, doesn't mean (the industry) is more diverse."

Yet when all the arguments for and against independent ownership have been made, a conflict between logic and emotion sometimes remains.

Analyst Thorp says that while many people may think back fondly to an era of more independent newspapers and fewer groups, "They might not remember how awful some of those papers were then. I think you could make an argument that there's been so much improvement in the quality of papers that reading one paper today gives you a much better view of the world than reading two or three papers 20 or 30 years ago."

Sadder than the sale of an independent newspaper to a group, he says, "is what happens when a paper fights so hard to remain independent and it disappears. The Bulletin might still be in Philadelphia if it had been owned by a group a long time ago. There's a higher value than independent ownership—and that's survival."

DIMINISHING BUT NOT DISAPPEARING. Even as analysts and brokers expect fairly brisk sales to continue through the end of the century, they do not believe independent newspapers will disappear from the scene entirely.

"There will always be some adroit managers who, through astute estate tax planning, will be able to keep their newspapers," Morton says. "But that number will get smaller and smaller for all the reasons they have in recent years."

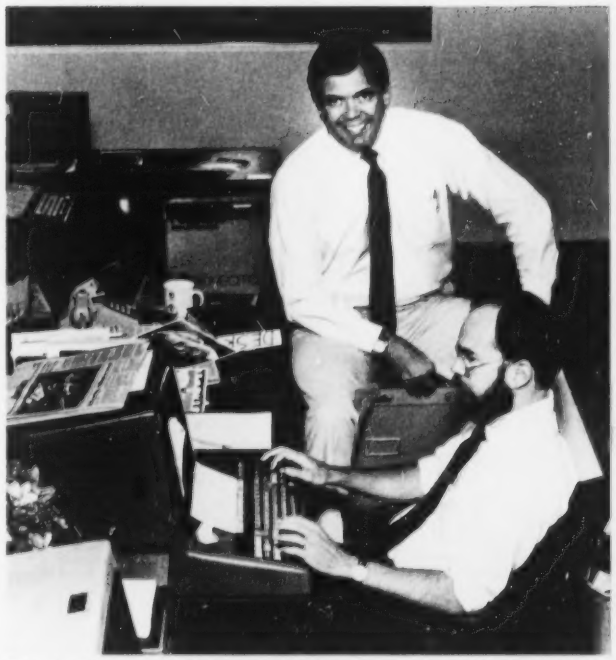
If, "conservatively" speaking, dailies are sold at a rate of 35 a year, "that would be more than 400 sold by the year 2000," he says. "I would say most of those newspapers would be owned by some larger company."

Viewing the situation from his broker's perch, Dirks sees two coming trends: that the remaining independents will become ever more resistant to offers to buy, and that the increasing scarcity of properties for sale will slow down the acquisition rate while pushing prices still higher.

"I think we're going to continue to see independent ownership," Dirks says. He predicts "there will be well over 200 or 250 by the year 2000. I could name at least 100 papers where descendants will still own the papers in the year 2000."

Could new independent buyers enter the arena, given today's high prices?

Patterson of St. Petersburg thinks so. He cites the recent emergence of new publishing entrepreneurs, some of whom left



Natt (top) is carrying on his grandfather's legacy in Longview, Wash.

executive positions with newspaper groups to become owners. Examples include former Harte-Hanks executives Tucker Sutherland and Richard Gozia, who now head separate newspaper companies; and former executives of The Des Moines Register Michael G. Gartner and Gary G. Gerlach, who have formed their own newspaper company.

"I think this free-enterprise system creates competition as well as obliteration," Patterson says. "I think we have been through a period of obliteration. Now, as conglomerates become evident, I think free enterprise will start biting away at the ankles of these giants."

Certainly, a resurgence of independent newspaper publishing would be welcome news to those who believe that diversity of viewpoint is endangered as independent newspapers dwindle in number.

But so long as the tax code is stacked heavily against the passing of newspapers to a family's next generation, newspapers will remain especially vulnerable to group acquisition. Nor are the best-laid estate plans any guarantee of the family harmony or journalistic dedication necessary to keep newspapers for future generations.

For those who want to stay independent, however, there might be some solace in knowing that the consummate acquisitor company, Gannett, believes it can be done. Says McCorkindale: "I still think any family that wants to continue to own can find ways to own. There's no real need to sell." □

- **Independent newspaper publisher K. Prescott Low is profiled, p. 30.**
- **Two owners describe the overtures from groups and the decision to sell or not sell, pp. 32-33.**

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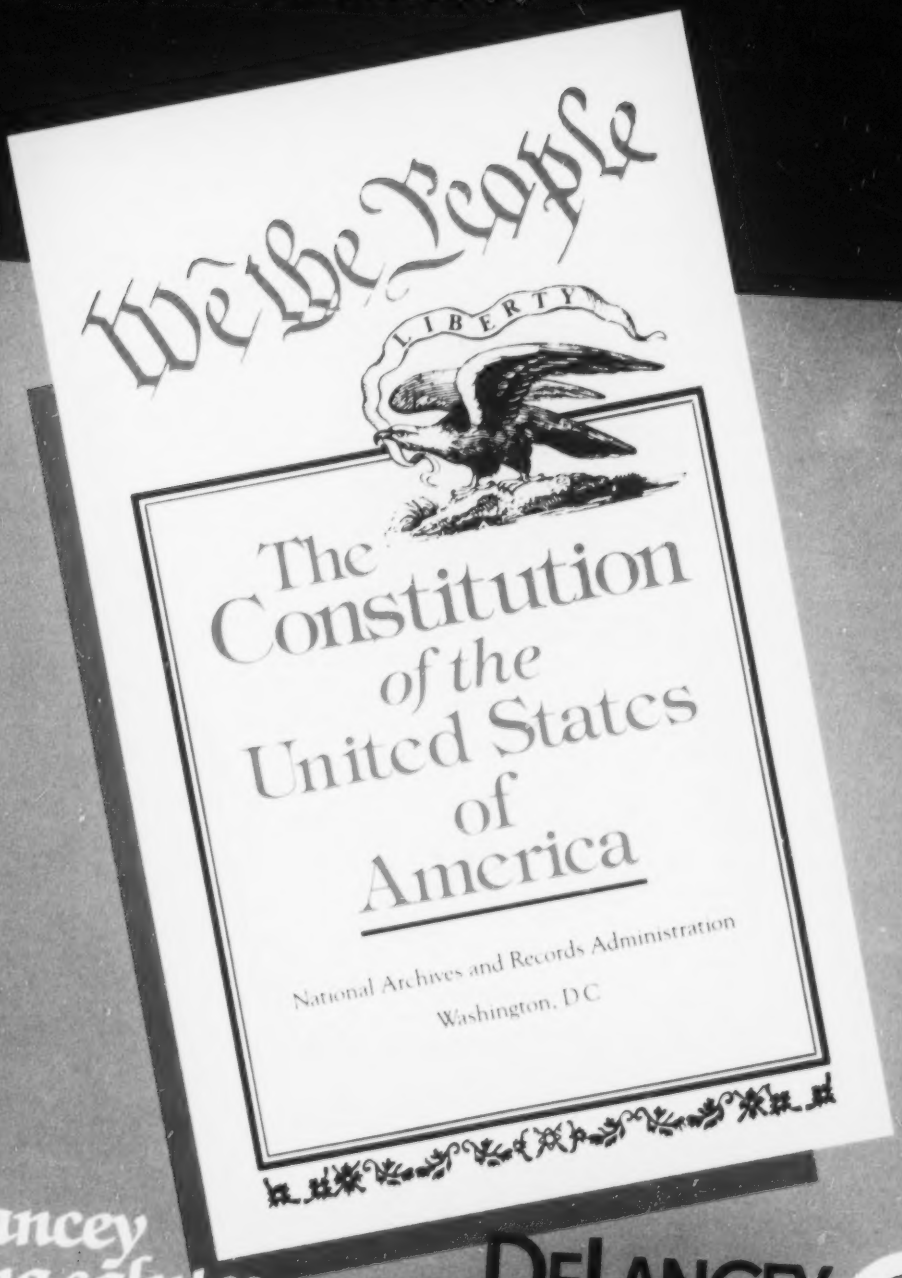

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TALKING TO READERS

Newspapers are trying to be more accessible, and to explain their sometimes-mysterious ways to the public

BY MARGARET G. CARTER
presstime staff writer

A 7,360-circulation morning daily in southeastern Minnesota, the Owatonna People's Press, is trying hard to live up to its name.

Last March, Editor Debra J. Flemming overheard some readers expressing surprise that the paper covered a particular community issue. Flemming addressed the matter in her weekly column. The answer to the question of how to get the newspaper to discuss an issue or an upcoming event is "very simple," she wrote. "Phone or stop by the newsroom."

Flemming uses her column to discuss editorial decision making, to talk about the role of the newspaper in the community and to explain how the newspaper works, including how news makes it into print.

It's just one of many devices newspapers around the country are trying in an effort to build rapport with readers and to improve their image of being accessible to them.

"How did it come to be that only the circulation department talks to readers on most days?" asked Jennie Buckner, managing editor/p.m. editions of the San Jose Mercury News, at a recent convention of the International Newspaper Marketing Association. "We need to expose everyone who works in our newsrooms to readers much more regularly," even if that means spending time riding circulation delivery vehicles.

At Ottaway Newspapers Inc., which publishes the Owatonna daily, Vice President/News A.N. Romm comments: "I think the whole industry is in the new mode, or coming to it, of sharing problems and decisions and reasons with the reader." Readers may think of newspaper people as being in an "ivory tower," he says. "It is to our advantage to present ourselves as mortal, rather than superhuman."

Most of the editors, and in some cases the publishers, in the Ottaway group of 22 small- and medium-size dailies write columns to readers, Romm says. "We encourage this kind of communication. We are community newspapers, and we want all the links we can with our readers."

Large papers, too, are making an effort. For example, the Los Angeles Times has a public information desk that fields inquiries, conducts seminars for publicity agents, sponsors face-to-face meetings between community leaders and editors, conducts community forums, distributes a brochure advising how to get press releases into the the paper, runs a speakers' bureau and offers building tours.

"These sorts of programs are important, particularly for a large newspaper like the Times," says Laura L. Morgan, public information supervisor. "We are, as are all newspapers, in the business of communicating with people. This makes our public relations programs especially important."

Not only is communicating with readers good public relations, it can result in better news coverage. Owatonna's Flemming says, "We are constantly trying to get readers to understand that three news reporters can't cover a city without their help with story ideas."

Los Angeles Times Suburban Editor Bob Rawitch (left) leads visitors on a tour.

FORMS AND FUNCTIONS. The Modesto (Calif.) Bee recently introduced a colorful approach to its public relations program. It repackaged and color-coded the materials provided to readers for such things as engagement announcements, press releases and photo reprint requests.

"They were all in disarray," Marketing Director Samuel C. Gonzalez says of the explanatory booklets and forms. "One form looked completely different from another. We thought it was time to make them complementary."

Booklets are a common element in newspapers' programs to improve relationships with readers, but there are variations among them.

For instance, where the Modesto paper provides different ones for different functions, other papers take a more comprehensive approach. The Baltimore Sun's eight-page booklet, "Sharing Your News, A Newspaper Relations Guide," includes in-

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formation on all the newspapers' news needs, including deadlines. An updated list of editors' names and office telephone numbers is inserted every couple of months, says Gerry V. Smolinski, public affairs manager.

The booklet also contains telephone numbers of other newspaper departments and public-service programs, such as circulation, advertising and Newspaper in Education.

Typically, these booklets are available upon request and from racks in the newspaper lobby, are mailed to community leaders, distributed to new subscribers, or handed out at events at which the newspaper has a presence, such as when an editor speaks to a community group.

EDITORS UP CLOSE. The Baltimore Sun distributes its booklet at the "media conferences" it holds several times a year for people assigned to do publicity on a part-time basis for civic and fraternal organizations. The conferences feature a local public relations professional, who talks about media relations in general, and a panel of Sun staffers, who talk about the newspapers' specific news requirements.

Some newspapers conduct meetings for the public at large, or specific segments of it.

Every three weeks, The Boston Globe invites about two dozen residents with similar occupations or interests to its dining room for breakfast with the newspaper's top editors. Invitees have ranged from college deans, chiefs of police and superior court judges to bartenders, cabdrivers and operators of shelters for the homeless.

Although the sessions are off the record, "I get a lot of story ideas," says Executive Editor John S. Driscoll. "I also get a sense of where they think we might be going wrong in our coverage of their area of interest. Sometimes it's subtle points. Sometimes it's bad misses on our parts. Sometimes it's just a reinforcement that we are doing something right. But at least what it gives us is an opportunity to explain to people that we are accessible."

Similarly, the Los Angeles Times invites business and government leaders to a morning-long session with editors. After introductions, the attendees break into small groups. With the assistance of a Times editor, each group assembles a Times front page. "Our goal was to establish a real one-on-one dialogue with people in the community . . . and help them understand the process of putting together a daily newspaper," says the Times' Morgan.

The Hartford Courant's approach is to invite a small group of residents each month to spend an afternoon at the Courant and watch the newsroom in action. "No matter how well-informed, most of them don't know beans about what goes on inside the newspaper," says Henry McNulty, the Courant's "reader representative."

McNulty recalls an occasion when the "citizen observers" sat in on a meeting in which editors were grappling with whether to use the name of a 13-year-old junior high school student who had killed a janitor. All of a sudden, one of the editors turned to a member of the group and asked what he would do. "It really brought it home to them that these are real decisions, made by a real person," he says.

The Courant also invites a member of the public to serve as a member of its editorial board [**presstime**, Sept. 1986, p. 44].

When the Austin American-Statesman holds its public forums, they are on an everyone-may-come basis. In 1984, the first year he was the newspaper's editor, Arnold Rosenfeld held the forums on a monthly basis, each one in a different location. Now, he conducts them quarterly.

Rosenfeld began hosting such gatherings in 1976 when he was at the Dayton (Ohio) Daily News, and he believes he may have been the first editor to do so. He calls the meetings "a good listening post" in the community. "People who wouldn't ordinarily come down to your office or even write you a letter show up."

Recently, he introduced a new twist into the meet-the-editor program. He invited readers to call into the newspaper's classified advertising phone banks with their questions and comments, and about 150 of them did.

Other communicate-with-the-reader programs range from finding out whether people were quoted accurately in the paper, to turning readers into columnists:

- Accuracy questionnaires. At The Morning News and Evening Journal in Wilmington, Del., people mentioned in stories are selected at random to receive forms that ask whether the story was accurate [**presstime**, June 1987, p. 68].
- House ads. The Seattle Post-Intelligencer runs one entitled "How to get in touch with the Seattle P-I."
- Computer bulletin board. The Middlesex News of Framingham, Mass., has just begun providing readers with access to a computer database in which they can leave messages as well as retrieve news and information.

Since March, the News also has published a daily op-ed page written almost entirely by readers. One column is devoted to comments phoned in by readers. "We've all been wrestling with this question of access, trying to make the paper accessible," says Editor Kenneth O. Hartnett. "It's fun to try out these things, and I think they work." □

Some people think this photograph is more explosive than this bomb.

No pictures allowed.
Not of civil unrest. Not of the police.

Not in South Africa after the government's harsh press restrictions were announced in June 1986.

The only way photographer David Turnley of Knight-Ridder's Detroit Free Press could do his job was to risk getting arrested. Turnley was detained, searched, interrogated and released.

Despite the ban, Turnley, based in Johannesburg, has continued to document the struggle. The imbalance of power between South Africa's 24 million blacks and 4.8 million whites. Living under apartheid. In a land borrowing time. In a place perpetually in mourning as thousands die in Soweto, Swaziland and Mamelodi.

A 16-page collection of David Turnley's photographs was published in the Detroit Free Press last December. It won the Overseas Press Club Award for photographic reporting abroad.

He feels that if restrictions get tighter, those photos might be the last portrait of South Africa for years to come.

In South Africa, David Turnley is one of 18 staff members working at 15 Knight-Ridder foreign bureaus around the globe.

He has traveled for more than a year throughout South Africa, photographing a land of astonishing contrasts, in its worst time of strife. Few newspapers would put this kind of effort into a story. But the Detroit Free Press is a Knight-Ridder newspaper.

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Contending With 'Jumps'

Newspapers look for new ways to deal with the old problem of continuing stories to another page

BY GENE GOLTZ
presstime staff writer

Despite surveys through the years that have attested to readers' dislike for "jumps" in newspaper stories, they are more prevalent today than two decades ago. Emphasis now is on trying to make them more palatable.

"The question of what to do with jumps is repeatedly brought up in seminars" at the American Press Institute in Reston, Va., says Donald E. Lippincott, associate director. "They are a continuing concern in most of the discussions we have here."

The extent to which jumps have increased was documented in a 1985 report of the Associated Press Managing Editors' Changing Newspaper Committee. Examining 33 daily newspapers, the committee found only 27 percent of front-page stories were jumped in 1965, compared with 68 percent in 1985.

The greater use of jumps reflects a variety of changes in newspaper design: a narrower newspaper page that contains six instead of eight or nine columns of type, horizontal makeup, use of promotional boxes and more white space, larger graphics, and bigger type.

Yet like ink ruboff or a paper that gets thrown into the bushes, the jump is one of those annoyances that draws readers' ire.

The greater use of jumps in recent years reflects a variety of changes in newspaper design.

The unpopularity of jumps is well-documented by such studies as the American Society of Newspaper Editors' 1984 and 1979 surveys on "Relating to Readers in the '80s" and "Changing Needs for Changing Readers," respectively. In the 1984 study, from 32 to 41 percent of readers complained that their newspapers had "too many stories that skip to other pages."

There is also the matter of how many readers actually follow a story as it jumps from page to page.

Newspaper designer Edmund C. Arnold, professor emeritus of journalism at Virginia Commonwealth University, estimates that 70 percent of readers are unwilling to do so.

An Indiana University study in 1980 found that a majority of readers did not follow jumps.

A different finding was reported by designer Mario R. Garcia, associate director of The Poynter Institute for Media Studies in St. Petersburg, in a 1987 edition of his book, *Contemporary Newspaper Design*. Garcia quoted a study by a doctoral student at Syracuse University, indicating that 91 percent of readers of The Forum in Fargo, N.D., continued to the jump.

But newspaper researcher Ruth Clark, president of Clark, Martire and Bartolomeo Inc. of New York City, says the numbers are immaterial. "The real question," she says, "is not how many people will follow a jumped story. It is whether they will follow it happily or willingly."

Clark offers this one-word description of the jump: "entrapment."

JUMP TECHNIQUES. Garcia says his own studies show that most readers read the front page as a unit, then read the jumps. This reading pattern would seem to be a good argument for jumping all front-page stories to the same inside page, so the reader does not have to search for multiple continuations.

When The Washington Times began publication in May 1982, it followed such a reader-friendly policy on jumps. They all appeared . . . the last page of the section. The reader merely had to turn the section around to continue the story.

Yet the paper eventually dropped the system. The exigencies of design and content dictated a change, explains Harvey M. Kabaker, news editor.

The newspaper believed it would be a more prudent use of the high-visibility back page to anchor a four-color weather map and expanded weather report there, as well as a popular cartoon. "That left us with 72 column inches," says Kabaker. "Seldom is that enough to carry all jumps."

The Washington Post is known for publishing long stories and therefore long jumps—a situation defended by News Editor Richard R. Crocker.

"Most of our readers may not be typical readers," says Crocker. "Obviously, if you're talking about a 40-inch story, you're going to have 30 or more inches that are not going to make it on the front."

The Post tries to help the reader through "packaging." All the stories on the Iran-contra affair, for example, are packaged in the same section, and jumps go to the same page or pages. "You can help direct the reader and give him some signposts along the way," Crocker says.

The New York Times is another paper that is not shy about running long stories and jumping them.

But unlike The Wall Street Journal and many other papers, the Times violates one of designer Arnold's cardinal rules by jumping some stories from one section to another.

There are few things more exasperating, says Arnold, than finding a story continued in a section of the paper that some other member of the household is reading.

Researcher Clark also abhors section-jumps. She says when she is traveling, she often carries only the first section of a newspaper because the whole paper is too bulky.

When Clark finds a story that jumps to another section, she regards it as "absolutely an insult."

Allan M. Siegal, an assistant managing editor, says The New York Times' rationale is to jump a front-page story to the topically appropriate section. A business-related story jumps to the business section; a local story jumps to the metropolitan news section. A national or international news story is continued inside the front section.

ALTERNATIVES. Even though the problem of jumping stories is an old one and has been subjected to much scrutiny, it is one that plagues publishers to the present day. Both the ANPA library and the Industry and Public Affairs Department receive several inquiries each year from newspaper executives seeking guidance on how other papers might have solved the riddle of jumps.

If the truth be known, none has.

A bizarre jump system that originated in Scandinavia was tried by several U.S. newspapers two decades ago. Front-page stories were jumped to the back page of the first section, and that page was printed upside down. A reader simply flipped over the section from top to bottom and continued reading.

One paper that adopted the system was the Johnson City (Tenn.) Press-Chronicle. In mid-1968, after a year and a half, the practice was discontinued. Surveys showed that even with the flip-over system, 30 percent to 50 percent of readers still weren't reading the jumps, says E. Tom Hodge, editorial director of the paper now known as the Johnson City Press.

Clark suggests that newspapers set aside part of the front page for synopses of the day's major stories, noting the pages where those stories are published in their entirety. "We have found that people are perfectly willing to read the brief description of a story and then turn to the page where it is," the research expert says.

USA Today uses news summaries extensively and, of course, runs shorter stories that minimize the necessity for jumps. Only one article per section is allowed to jump from the section front, and the jumps move uniformly to a section's second page.

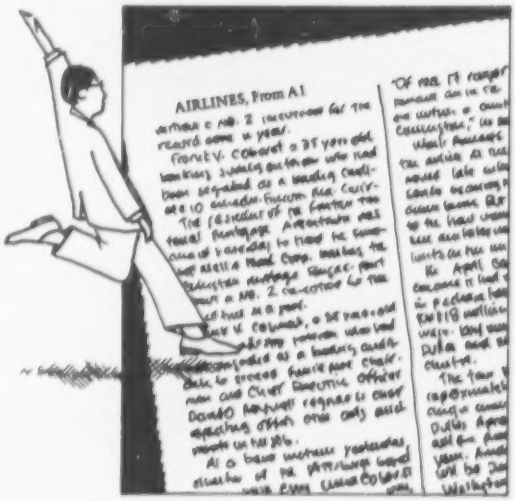
Design expert Daryl R. Moen says USA Today's use of the word "Please" on the jump line—"Please see COVER STORY, next page"—is one of the little things newspapers can do to encourage readers to make the leap from page to page.

At the Alexandria (La.) Daily Town Talk, which Moen finished redesigning last spring, a small logo is inserted on the front-page jump line and on the inside jump head to make it easier for the reader to spot the story.

Moen, who is a professor of journalism at the University of Missouri, notes that newspapers have tried a variety of strategies in writing the jump headline itself. Some use only a label that corresponds to the jump line on the front page, such as, for example, "COL. NORTH." Another strategy is to repeat the headline verbatim on the jump page. Or an entirely new headline can be written, emphasizing another aspect of the story—perhaps something appearing in the copy on the jump page.

Moen says each of these devices has both good and bad points, which is another way of saying there is no perfect answer to the jump problem.

Clark says her research has uncovered another problem with jumps. Many readers interested in a front-page story don't mind following the story to another page, she says, but then they never return to the front page.



Eliminating jumps altogether has been tried. Newspapers as diverse as the weekly Reston (Va.) Times and The Seattle Times did it but subsequently returned to jump systems in order to get additional worthy material on Page 1.

"I can't tell you anybody is particularly happy about jumping," says Robert B. Covey, the design director in Seattle. "But of all the alternatives, it gives us the best flexibility. It gives us the best use of photos and (other) art."

Similarly, Moen observes that despite their numerous deficiences, "Jumps are here to stay." □

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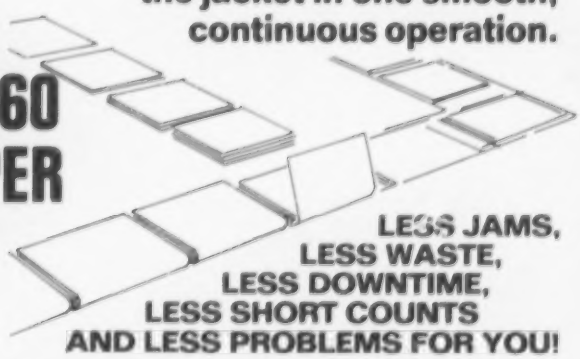

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K. Prescott Low

A fervent independent publisher

BY CLARK NEWSOM
pressstime staff writer

Independently owned dailies are important because they represent "an element of diversity that is more and more lacking" in the media today, says K. Prescott (Scott) Low, the fourth-generation publisher of The Patriot Ledger in the Boston suburb of Quincy, Mass.

"It's not an issue of quality," says Low. "It's the long-term issues, like concentration of ownership and people's perception of the media. A lot of people already have a poor perception of the ownership of the media. I think the power of the media is a public-policy issue that will be more visible over the next 15 to 20 years."

K. Prescott Low

Low's views about ownership are indicative of his quietly stated but strongly held convictions about a host of newspaper-business issues. The 46-year-old publisher of Massachusetts' largest evening newspaper (circulation 90,518) has developed those views during long periods of service to various press organizations at home and abroad.

He is an industry activist.

"There are few people I know who put more time and effort into overall support of the newspaper industry, particularly freedom of information throughout the world," says Byron C. Campbell, former publisher of the Daily News of Los Angeles. "I wish there were more Scott Lows in this business."

Newspapering came naturally to Low. His great-great-great-great-grandfather was Benjamin Russell, who published The Massachusetts Sentinel in Boston in the 18th century. Although a solid-as-a-rock New Englander, Low never became provincial. Before and after his graduation from Middlebury College in Vermont, he spent two summers driving across the country. Now he travels widely throughout the world.

In his soap-box pitches on behalf of locally owned newspapers, Low observes that a local owner "knows the people" and has an "inherent sense of identity" with the community and its long-term interests. Local ownership teamed with a commitment to exemplary news coverage produces outstanding newspapers, he says.

His own paper attests to it. The New England Newspaper Association judged The Patriot Ledger the region's best this year in the 50,000-to-100,000-circulation category.

"He is one of the most forward-thinking chief executive officers in our business," says Paul B. Flynn, president and publisher of the Pensacola (Fla.) News Journal. "His marketing sense in suburban Boston continues to amaze me." Flynn worked in the sports department of The Patriot Ledger when Low was in high school, working as a copy boy. "Even in his younger years, he was fiercely interested in the information part of newspapering and that the bottom line never interfere with the news."

Low has not always worked for the family paper. He spent three years at The Times of Trenton, N.J., first as a management trainee and later as assistant to the general manager, before returning to The Patriot Ledger in 1968 as assistant to the publisher. The following year he was named associate publisher and became publisher in 1973. At that time, he was given voting control of the company, his two sisters received dividend-paying stock but not voting power in decisions affecting the newspaper.

In addition to being publisher of The Patriot Ledger, Low is president of George W. Prescott Publishing Co. of Quincy, which includes 20 weekly newspapers in the state and many tourist publications. His company's holdings notwithstanding, he worries that media concentration is destined to become a matter of government concern "not just in the United States but around the world. Information is an international commodity."

Low's tendency to put matters into a global context comes naturally. "It's genetic," he says. In 1955, as a teenager, he accompanied his father, G. Prescott (Pres) Low, to a meeting of the International Press Institute in Zurich, Switzerland. (The elder Low, 74, is still active as chairman of the publishing company and is remembered in technological circles as a pioneer in the development of the Photon photocomposition machine, a breakthrough in the development of cold type.)

Scott Low, who says he speaks French "a little bit," is striving to become more fluent to improve his effectiveness in world affairs. He has served as director of the IPI's American committee, is a member of the Executive Committee of the Inter American Press Association, and senior vice president of and ANPA's designated representative to the International Federation of Newspaper Publishers, or FIEJ.

Before he became involved in international media issues, Low experienced world events first-hand in 1964-65 when he came under fire in Vietnam as an Army lieutenant. He received the Bronze Star and Air Medal with two Oak-Leaf Clusters.

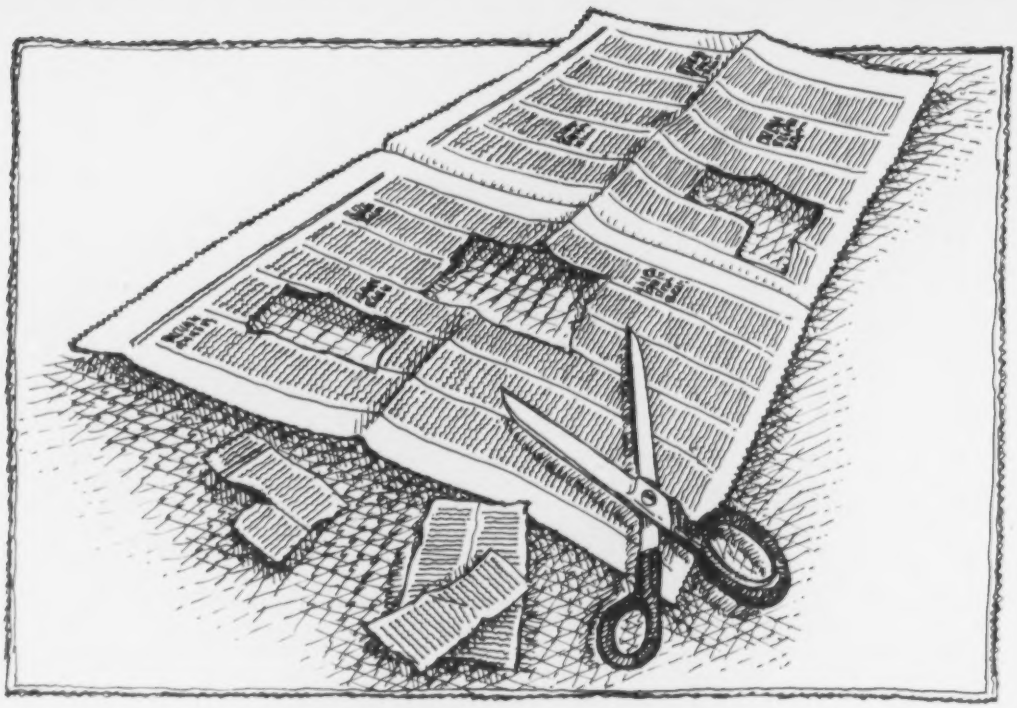
Domestically, Low is a director of the Inland Daily Press Association. He served on the ANPA Board from 1978 to 1986, including two years as secretary and four as chairman of the Government Affairs Committee.

"He's a prodigious worker," says Scott C. Schurz, publisher of the Daily Herald-Telephone of Bloomington, Ind. As an example of Low's dedication to the newspaper industry, Schurz relates how last year, when both were on a search committee for a new Inland executive director, Low flew from a FIEJ meeting in Europe to attend a one-day committee meeting in Chicago and then returned to the FIEJ meeting.

Fellow New Englander Richard J. Warren, editor and publisher of the Bangor (Maine) Daily News, says although Low is "very dedicated to the industry in general" he still "enjoys putting his feet up and relaxing, as we all do. He has a dry sense of humor and is a great punster. He's very devoted to his two children."

In fact, Low quickly answers "my family" when asked about interests apart from the business. He and his wife, Susan, have a 15-year-old son, Seth, and an 18-year-old daughter, Lisa, who is spending the summer working for Le Monde in Paris as a trainee in marketing and with Minitel, a consumer videotex system.

Low says both children will have the opportunity to work in the business. If they are interested, The Patriot Ledger, which has been locally-owned for its entire 150-year history, will be under independent control well into the next century. □



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TO SELL OR NOT TO SELL,

TWO OWNERS OF SMALL, INDEPENDENT

(Editor's note: In these two articles, owners of two independent daily newspapers describe how they have been courted by newspaper groups, and how they reached a decision to sell or not to sell. Deciding not to sell was Suzanne G. Millholland, president and treasurer of the Hickory (N.C.) Daily Record [evening, 27,388]. Deciding to sell was Robert M. White II, who last year sold The Mexico (Mo.) Ledger [evening, circulation 11,027], to Thomson Newspapers Inc. He is a former director and treasurer of ANPA and former president of Sigma Delta Chi.)

BY SUZANNE G. MILLHOLLAND

My father bought the Hickory Daily Record in the fall of 1929, moving his family south after owning a couple of papers in Indiana. He was a journalist through and through, so newspapering was his life. We seem to have inherited this love of our newspaper—it runs in our veins.

After buying the Hickory paper, he put his heart and soul into making it the very best in Hickory, in Catawba County and outstanding in North Carolina. The Daily Record quickly began to grow under his direction, and he bought land in downtown Hickory, building a home for the newspaper in 1935-36. Later, he added to it in 1953 and 1965.

We have, of course, been plagued by buyers over the years—particularly after many papers around the country and also in North Carolina started selling to chains for various reasons, many times when estates had to be settled. My father did toy with the idea after my sister was killed in a tragic auto accident. His reason was, "What's the use?" But this idea was very brief, for his love was his paper.

He also gave a thought to selling as he got older and was not feeling too well. He was concerned about the responsibility he was leaving mother and myself. But he carried on until a few months before his death in July 1969.

Mother and I decided to carry on for Dad as long as we could. Of course, there were (and are) plenty of people making efforts to buy through phone calls, letters and personal contact.

We prospered, and my children were interested in this newspaper. They had worked part-time summers and any other time they could in any phase possible so long as they were helping Granddad. Our son David started full-time shortly before his grandfather died. He had among other jobs helped in the advertising department, so he went there and eventually took over. Now he is director of advertising and mainly in charge of the inserts. Our older son, John, came out of the Army and joined us in the summer of 1971. With his knowledge of computers and electronics in general, he serves us as promotions director. He helped with our conversion to offset and computers in 1972. We have tried to keep up to date with all our equipment, progressing with the times.

> *Most chains asking us if we're interested get the same, definite, "No, we are not interested."*

Family says the Record is not for sale.

Hickory and we as a newspaper have grown so much that now we are having to expand by buying land and building a new building. We haven't room for all our employees and have outgrown our present press. This is an exciting venture—one that was put off as long as possible.

We have coped with everything so far by sticking together and making major decisions as a family unit. We had no one but ourselves to deal with at the time of my father's death and then mother's in July 1985.

The question of whether to sell or hold onto the paper has been a fairly easy one for us all. We've all been interested in the business and taken a firm approach when contacted by potential buyers. Most of the chains and people asking us if we're interested in a change get the same, definite "No, we are not interested." We usually hang up then, but if they keep on we say we'll keep them in mind for the future. We know deep in our hearts that we probably won't need the name, and we give them little hope.

From time to time, we still hear from someone, but not too often any more. Most know we mean what we say and plan to carry on.

No one knows what's down the road, of course, but we hope to stay independent for quite some time. One does not make a fortune, and the hours are long. We have to put all our time and energy into the business—it's a way of life.

Two key words are Devotion and Determination. John's daughter, Maggie, who is 12, says she plans to make her career the Hickory Daily Record. As she says, "Grandma, of course, it's in our blood." □

THAT IS THE QUESTION

NEWSPAPERS TELL THEIR DIFFERENT STORIES

BY ROBERT M. WHITE II

The most difficult thing about selling The Mexico Ledger was making myself think about selling.

The paper had been in my family for 110 years—my grandfather bought it in 1876.

I had been editor and publisher and owner about 35 years. I loved every column inch of it.

Through the years, a month seldom passed without letters or phone calls from someone trying to buy it. I wasn't interested. Not at all.

Then slowly, taking far longer than any cold business decision should take, I realized I had to sell.

There were several reasons.

First, my family has always made a point of treating our children alike. Each of my four, after growing up around the Ledger, has worked for other newspapers. My son, now 24, works for the Fort Lauderdale Sun-Sentinel; one daughter is a senior editor of Medical Economics, another strings for the Kansas City Star and Times. My third daughter once worked for the Daily Camera in Boulder, Colo.

Upon my death, the Ledger would go into a trust with the four of them as trustees, any three able to override the fourth. However, estate taxes would force the sale of the paper.

Should I wait and leave the problems of the sale to my children? None had worked on the business side of a newspaper very long.

Further, the 1986 tax-law changes indicated I should sell before '87, when the tax on capital gains would go from 28 to 38 percent.

Next, I had to face the economic facts of life about my wonderful town, Mexico, Mo., and its trade area, "Ledgerland."

Our primary industries are farming with its sobering difficulties and refractories (basic to steel) going through the leaning-down and reorganization typical of most industries in the 1980s.

All in all, however, the key reason for selling was the future of my children. I had enjoyed the wonderful life that comes from 100-percent ownership of a small newspaper—for me, perhaps the almost perfect estate of man.

For each of my children, if I didn't sell, there could be the classic wrenching or worse that comes from minority ownership of a family business in its fourth generation. That anguish has happened too often.

So I sold. It was the most painful, agonizing and heartbreaking thing I ever did.

Yet, I knew it was the right thing to do. That conviction makes it acceptable. I sleep well. At least, pretty well.

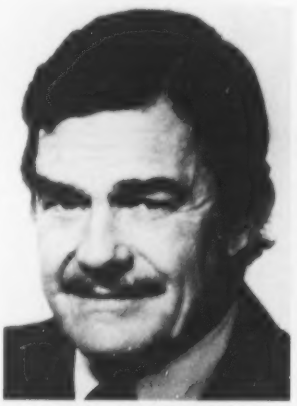
How did I sell?

Today, there are no individual buyers. Not really. So I reviewed the groups. They long ago made the market and set the prevailing price at so-many-times gross revenue.

In reviewing groups, I was keenly aware of editorials I had written through the years regretting the surging growth of groups and pointing out that executives of group papers look to group headquarters for approval, not solely to their town.

Granted, some group papers are better than some independent papers. All of which is to say some groups are better than others at producing good papers.

In my case, I quickly eliminated some groups and decided to approach a friend high in the pecking order of an excellent group. He was appreciative and helpful but did not make an offer. His company was interested in bigger papers in areas of vigorous growth. I was shocked, frankly. I had assumed all groups would automatically offer me overwhelming reward for the great opportunity I was giving them.



Robert M. White II

Selling was the most painful, agonizing and heartbreaking thing I ever did.

Before going any further, I went back to square one. Should I get a broker? I decided I would and retained Robert Bolitho. It was a good decision and a good choice. Bob helped me analyze the offers he brought in—and later, with many of the details of the sale.

Among other offers was one from Thomson, a highly successful outfit. At that time, Thomson owned 94 U.S. papers, mostly small dailies. However, I was aware of the company's reputation—some of it good, some of it not good; the not-good mostly dating back to a blistering article written by the editor of an Indiana paper after he was fired. I checked with some former owners of papers Thomson had bought recently. I checked with some employees of those papers.

I did the same sort of checking on other interested groups. I then started negotiating with key Thomson officials. Their offer was not—repeat, not—the highest I received. But I liked what I had learned about them, I liked the fact they specialized in small papers in small towns, I liked their policy of respecting the news-side and dedication to local coverage. I sold to them.

After the sale, I was invited to join Thomson's board of directors. I accepted.

Today, a year later, I find the organization to be better in many ways than I expected and not as good as it could be in very few ways. Overall, it is efficient, hard-working and dedicated to still better newspapers serving their communities still better.

So, I sold. I sold because I had to.

Today, I continue as editor, while my former managing editor is doing a great job as publisher and general manager.

The paper itself is good, very good—in fact, even better, which is as it should be.

Yet, between us, now and then I look back for a moment at that blessing I had for so long—"the almost perfect estate of man." □

COURTS

Media-law experts optimistic over nomination of Bork

In sharp contrast to the apprehension greeting last year's nomination of Supreme Court Justice Antonin Scalia, prominent First Amendment attorneys are enthusiastic about Supreme Court nominee Robert H. Bork's opinions strongly supporting a free press.

They are also betting that Bork will eventually be confirmed, perhaps narrowly, after a long and bruising battle on Capitol Hill that could keep him from joining the high court until after it convenes in October.

On July 1, President Reagan nominated the 60-year-old jurist, who now sits on the U.S. Court of Appeals, District of Columbia Circuit, to succeed retiring Justice Lewis F. Powell.

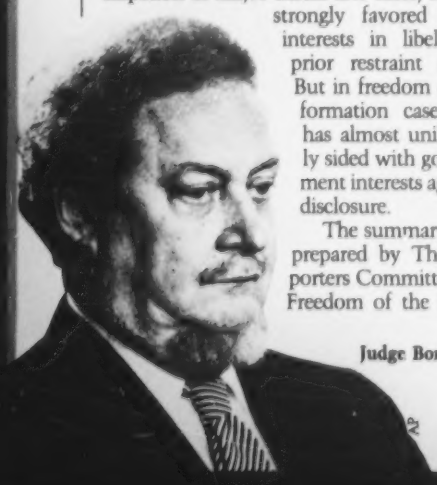
Bork has been branded a "right-wing idealogue" and "neanderthal" by Democratic liberals seeking to prevent his confirmation. But the media attorneys agree that his track record on press issues would be a welcome balance to the harsh press-law views of Scalia [**pressTime**, July 1986, p. 62], a conservative who drew relatively little fire during his confirmation hearings.

"He's the best nominee for the press we could have from the Reagan administration," says W. Terry Maguire, ANPA vice president/general counsel.

Attorney Bruce W. Sanford of Washington, D.C., a libel expert, put it this way: "The opinions that he has written himself show a sensitivity to First Amendment matters and a depth of understanding that's very hopeful." In contrast, Scalia "has a clear track record of antipathy toward the First Amendment," said Sanford, counsel for The Society of Professional Journalists, Sigma Delta Chi.

According to a summary of Bork's participation in major media law cases, he has strongly favored press interests in libel and prior restraint cases. But in freedom of information cases, he has almost uniformly sided with government interests against disclosure.

The summary was prepared by The Reporters Committee for Freedom of the Press.



Judge Bork

Executive Director Jane E. Kirtley said no Reagan nominee is likely to be her "perfect candidate," but Bork is better than others whose names surfaced following Powell's retirement. "He's a very outspoken commentator on free speech," she said. "He might be a disaster on FOI, but how many FOI cases go to the Supreme Court anyway? It might be best to get him off the circuit, where he could do more harm."

The most enthusiasm has stemmed from Bork's lengthy concurring opinion in *Ollman v. Evans*.

"It's a ringingly beautiful defense of the First Amendment in the field of libel and opinion," commented Richard M. Schmidt of Washington, D.C., counsel to the American Society of Newspaper Editors.

In that 1984 opinion, the full appeals court affirmed a lower court ruling that allegedly libelous statements in "a scathing article" by syndicated columnists Rowland Evans and Robert Novak about Bertell Ollman, a Marxist professor of political science, were protected commentary.

Scalia's dissenting opinion labeled the column "classic and coolly crafted libel."

Bork's argument was, in part, a conventional defense of the robust political debate that, regardless of inaccuracy or bias, the First Amendment was intended to protect. "In our world, the kind of commentary that (Evans and Novak) have engaged in here is the coin in which controversialists are commonly paid," he wrote.

But in language that Scalia and other conservatives said smacked of judicial activism, Bork wrote that the Ollman case "arouses concern that a freshening stream of libel actions, which often seem as much designed to punish writers and publications as to recover damages for real injuries, may threaten the public and constitutional interest in free, and frequently rough, discussion."

Bork added: "The evidence is mounting that juries do not give adequate attention to limits imposed by the First Amendment and are much more likely than judges to find for the plaintiff in a defamation case. . . . In cases like this, it is the task of the judge in this generation to discern how the framers' values, defined in the context of the world they knew, apply to the world we know. . . . The evolution of doctrine to accomplish that end contravenes no postulate of judicial restraint."

Other important media-related opinions authored by Bork include:

• *Lebron v. Washington Metro. Area Transit Auth.*, in which Bork wrote that the transit authority engaged in unconstitutional prior restraint when it refused to lease display space in a subway station to an artist who wanted to display a poster critical of the Reagan administration.

• *McBride v. Merrell Dow and Pharmaceuticals Inc.*, in which Bork partially affirmed and partially reversed a district judge's dismissal of a medical expert's libel action. He stated: "This case highlights the problems posed by contemporary libel law. . . . Libel suits, if not carefully handled, can threaten journalistic independence."

Yet to be seen is Bork's position on commercial free speech, said Seattle lawyer P. Cameron DeVore, who specializes in such issues and has found no key cases in which Bork has participated.

But on libel and prior restraint issues, Bork "is absolutely right down the line," observed Henry R. Kaufman, general counsel of the Libel Defense Resource Center in New York City.

Given Bork's recent rulings, neither Kaufman nor other media attorneys interviewed by **pressTime** are concerned about a 1971 law-review article in which Bork, then a Yale law professor, stated that the First Amendment protects only "speech that is explicitly political."

He has since broadened his view but said, in an interview in Bill Moyers' recently televised series, "In Search of the Constitution," that the charge that he has turned into a First Amendment activist is "nonsensical."

"If you have a threat to a provision in the First Amendment that's rising from a change in the law—and libel law has been changing—I see no reason why it's activist to protect a free press from that change," he told Moyers. A free press is jeopardized by an upsurge in libel cases and awards, just as security from government intrusion in the home is jeopardized by electronic surveillance, he said. "If we confine ourselves to threats that the framers knew about, that document would gradually become meaningless."

When Moyers asked what he thought about becoming when he was young, Bork replied unhesitatingly, "I wanted to be a journalist." —*Mary A. Anderson*

LEGISLATION

Senate tables exemption for fee on newsprint

The Senate July 21 refused to exempt newsprint from a new import fee included in a major trade bill.

Senators voted 69-29 to table an amendment that would have exempted newsprint from the fee, which could be as much as 1 percent of the value of the imported item.

The amendment, sought by ANPA to continue newsprint's 74-year-long duty-free status, was offered by Sen. Thomas A. Daschle (D-S.D.).

"My amendment attempted to reflect the compelling argument made by the newspaper industry that the fee will have an adverse effect on an industry which relies heavily on imported products," Daschle said following the vote.

Sen. Bob Packwood (R-Ore.) offered the motion to table. The ranking Republican on the Senate Finance Committee, Packwood made no statement in doing so.

"We did expect that there were a couple of members of the Finance Commitee, specifically, who had problems with the exemption, and we expected an objection to be raised from that point," said Greg T. Billings, Daschle's legislative director. "But we felt that as long as the objection didn't come from the leadership of the committee, we felt we had a good chance."

Three senators—Bill Bradley (D-N.J.), John D. Rockefeller IV (D-W.Va.) and John Heinz (R-Pa.)— spoke against the amendment, arguing that it would open the bill up to a series of special exemptions.

ANPA Executive Vice President Jerry W. Friedheim expressed regret that the Senate technically sidestepped the issue by voting on a tabling motion rather than on the amendment itself. "It's disappointing that the Senate chose not to face the issue that an import fee on newsprint, however small, is neither economically necessary nor constitutionally wise," he said. "Many senators had responded positively in discussions with newspaper executives from throughout the country. Had Sen. Packwood not moved to table the Daschle amendment, we believe it would have passed."

Friedheim said the Association will "seek other avenues to point out that in a free society the government should not make even a modest beginning toward economic leverage over and taxation of the chief raw material of a free press. It is for good reason that we have duty-free newsprint; and while an import 'fee' may be thought by some not to be a 'tariff' or a 'duty,' it looks and smells much the same."

Revenue from the import fee would fund an assistance program for workers displaced because of imports. ANPA argued that newspapers' importation of newsprint does not dislocate U.S. workers because U.S. newspapers already purchase all of the domestic newsprint produced.

Under the Senate bill, the tax level would be set by the President based on the estimated cost of that assistance program, not to exceed 1 percent. The tax would take effect 30 days after the President reaches an agreement under the General Agreement on Trade and Tariff allowing such a fee to be imposed, or two years after enactment of the bill if an agreement is not reached.

The Senate bill now goes to a House-Senate conference committee to be reconciled with the trade bill passed earlier by the House. That bill provides the President with the authority to negotiate an import fee.

The future of the trade package is unclear. A veto has been threatened by the Reagan administration, which opposes certain aspects of the Senate bill, including a plant-closing provision. (See story, p. 51.)

Senators voting to table the ANPA-supported amendment:

Adams (D-Wash.), Armstrong (R-Colo.), Baucus (D-Mont.), Biden (D-Del.), Bingaman (D-N.M.), Bond (R-Mo.), Boschwitz (R-Minn.), Bradley (D-N.J.), Burdick (D-N.D.), Byrd (D-W.Va.), Chafee (R-R.I.), Cochran (R-Miss.), Cohen (R-Maine), Cranston (D-Calif.), D'Amato (R-N.Y.), Danforth (R-Mo.), Dodd (D-Conn.), Dole (R-Kan.), Domenici (R-N.M.), Durenberger (R-Minn.), Evans (R-Wash.), Exon (D-Neb.), Ford (D-Ky.), Fowler (D-Ga.), Garn (R-Utah), Glenn (D-Ohio), Graham (D-Fla.), Gramm (R-Texas), Grassley (R-Iowa), Harkin (D-Iowa), Hatch (R-Utah), Hatfield (R-Ore.), Hecht (R-Nev.), Heinz (R-Pa.), Helms (R-N.C.), Hollings (D-S.C.), Humphrey (R-N.H.), Karnes (R-Neb.), Kasten (R-Wis.), Kennedy (D-Mass.), Lautenberg (D-N.J.), Levin (D-Mich.), Lugar (R-Ind.), McCain (R-Ariz.), McClure (R-Idaho), McConnell (R-Ky.), Metzenbaum (D-Ohio), Mikulski (D-Md.), Mitchell (D-Maine), Murkowski (R-Alaska), Nunn (D-Ga.), Packwood (R-Ore.), Proxmire (D-Wis.), Reid (D-Nev.), Riegle (D-Mich.), Rockefeller (D-W.Va.), Rudman (R-N.H.), Shelby (D-Ala.), Simpson (R.-Wyo.), Stafford (R-Vt.), Stevens (R-Alaska), Symms (R-Idaho), Thurmond (R-S.C.), Trible (R-Va.), Wallop (R-Wyo.), Warner (R-Va.), Weicker (R-Conn.), Wilson (R-Calif.) and Wirth (D-Colo.).

Senators voting against tabling the amendment:

Bentsen (D-Texas), Boren (D-Okla.), Breaux (D-La.), Bumpers (D-Ark.), Chiles (D-Fla.), Conrad (D-N.D.), Daschle (D-S.D.), DeConcini (D-Ariz.), Dixon (D-Ill.), Heflin (D-Ala.), Inouye (D-Hawaii), Johnston (D-La.), Kassebaum (R-Kan.), Kerry (D-Mass.), Leahy (D-Vt.), Matsunaga (D-Hawaii), Melcher (D-Mont.), Moynihan (D-N.Y.), Nickles (R-Okla.), Pell (D-R.I.), Pressler (R-S.D.), Pryor (D-Ark.), Quayle (R-Ind.), Roth (R-Del.), Sanford (D-N.C.), Sarbanes (D-Md.), Sasser (D-Tenn.), Specter (R-Pa.) and Stennis (D-Miss.). □

COURTS

ANPA to urge court review of Salinger case

ANPA will file a friend-of-the-court brief in support of Random House Inc. and author Ian Hamilton in their petition for U.S. Supreme Court review of an injunction against publication of a biography of J.D. Salinger.

The injunction, issued by the 2nd U.S. Circuit Court of Appeals in *Salinger v. Random House and Hamilton*, holds that unpublished works—such as Salinger's letters quoted or paraphrased in the Hamilton biography—are not covered by the fair-use defense under the Copyright Act.

"The case, if accepted and affirmed, could significantly restrict the ability of reporters to gather and report the news," said ANPA Executive Vice President Jerry W. Friedheim.

W. Terry Maguire, ANPA vice president/general counsel, said the basic issue is "the extent to which unpublished materials can be used by the media without securing prior consent." He said it would be particularly applicable to newspapers that run across letters and other unpublished materials in the course of story research. □

COURT BRIEFS

• The New York Court of Appeals ruled 4-3 that the state's **shield law** does not protect non-confidential material from disclosure.

The ruling resulted from a subpoena for outtakes from an Albany, N.Y., television station. Attorneys for Knight-Ridder Inc., the station's owner, are considering whether to ask for a rehearing.

• Ninety-six former carriers for the St. Louis Globe-Democrat are seeking $83.4 million in damages through a newly filed **antitrust suit**. The plaintiffs allege a conspiracy between Pulitzer Publishing Co. and Herald Co., a Newhouse subsidiary that published the now-defunct Globe-Democrat under a joint operating arrangement.

Media act to head off tax-deductibility limit

ANPA and other media and advertising groups are opposing efforts to limit the tax deductibility of advertising expenses as a way of raising revenue to meet federal budget targets.

The idea surfaced in a document prepared for the House Ways and Means Committee by its staff and the staff of the House-Senate Joint Committee on Taxation. The idea of limiting the deductibility of advertising expenses was also raised last year by the Treasury Department when the Senate was considering tax revision legislation.

The House committee document, describing "possible options" to increase revenues, proposed three with regard to advertising expense deductibility:

- Requiring that 20 percent of advertising costs be amortized over a four-year period, rather than being fully deductible in the tax year in which they are incurred
- Denying deduction for 20 percent of corporate advertising costs and amortizing the remainder over two years for firms with more than $5 million in gross receipts
- Denying any deduction for advertising for, or promotion of, alcohol and/or tobacco products.

At a Ways and Means Committee hearing July 7, representatives of the Magazine Publishers Association, the National Association of Broadcasters, the Association of National Advertisers and the American Association of Advertising Agencies spoke against the proposal.

ANPA endorsed the MPA testimony and submitted a separate statement to the committee. "Discrimination against advertising among the many costs of doing business would be unwise public policy," ANPA said. "Government action which discourages speech, including commercial speech, is contrary to sound basic concepts in our society." The same statement was submitted to the Senate Finance Committee, which conducted hearings July 15-17. Media and advertising groups were represented by the American Advertising Federation. □

ANPA, ASNE oppose ideology as reason to deny visas

ANPA and the American Society of Newspaper Editors have urged Congress to eliminate ideology as a basis for denying visas or deporting aliens.

"America's principal editors and publishers have serious First Amendment concerns with the nation's immigration laws and their implementation," said Edward W. Seaton, editor and publisher of The Manhattan [Kan.] Mercury, in testimony submitted to the House Judiciary Subcommittee on Immigration, Refugees and International Law. "We believe aliens should be able to enter the United States or remain here regardless of their beliefs, associations or what they may say."

He suggested that legislation be enacted guaranteeing that aliens cannot be denied entry or expelled based on grounds that "would be protected by the First Amendment if they were citizens."

The issue gained prominence last fall when a Colombian journalist, Patricia Lara, was denied entry into the United States [**presstime**, April 1987, p. 45].

The subcommittee is considering HR 1119, sponsored by Rep. Barney Frank (D-Mass.), which would revise and narrow the grounds under which visas can be denied and aliens can be deported. The Newspaper Guild has endorsed the bill.

A bill has been introduced in the Senate to address the same issue [**presstime**, Feb. 1987, p. 40]. □

REGULATIONS

Test focuses on carcinogenic impact of treated oil

An oil refining company has developed a test to predict the potential of treated oil to cause skin cancer. And it appears to cast doubt on the federal government's interpretation of how oils used to manufacture printing inks should be treated to ensure they are non-carcinogenic.

But the Occupational Safety and Health Administration said it does not plan to change its policy.

Sun Refining & Marketing Co. of Philadelphia said its new test is simple and inexpensive. The company said the test predicts whether treated petroleum oil will pass animal skin cancer tests.

According to a company official, Sun tested the treated oil it sells to ink manufacturers and it passed the test. That oil is refined from crude oil from the Texas-Louisiana Gulf Coast.

However, when Sun tested samples of treated oil from other crude oil sources, they failed, said Norman R. Klingerman, manager of transportation, planning and pricing. "We believe that the OSHA standard alone does not ensure non-carcinogenicity."

The issue of treating oil used in the manufacture of printing ink arose in 1985, prior to implementation of OSHA's "hazard communication" standard. At that time, ink manufacturers stopped using untreated oil and went to treated oil in order to avoid having to label their products as a cancer hazard.

In interpreting the hazard communication standard as it relates to oil, OSHA has said oil that is only "mildly hydrotreated"—that is, hydrotreated at a pressure of 800 pounds per square inch or less, at temperatures up to 800 degrees Fahrenheit—must be labeled as carcinogenic.

According to Klingerman, the Sun test results show that "you just can't set a standard on hydrotreating pressure."

Sun has identified a list of about a dozen other "operating variables," leading with the type of crude oil used. In addition to the crude oil from the Gulf of Mexico, crude oil used in the manufacturing of printing ink also comes from California, South America and Africa, he said.

Klingerman said the only "true test" to determine the carcinogenicity of an oil is a "dermal bioassay test" in which mice are painted with the oil. However, he said, it takes two to three years to get results from this type of test, which costs close to $50,000. The new Sun-developed test is "a good correlator to the results that you get from dermal bioassay work," he said. "We are saying that this predictor test can give you a good idea as to whether that oil is safe or not."

The test is composed of "two simple laboratory tests," Klingerman said. One evaluates the viscosity of the oil. The other, a standard test of the federal Food and Drug Administration, determines how well the oil is "cleaned." These tests take only a couple of hours and cost only a "few hundred dollars" to conduct, he said.

A paper describing the Sun test will be published in the November issue of the American Industrial Hygiene Association Journal. □

ANPA says USPS has not shown detached-label 'efficiencies'

ANPA has fired yet another volley in its battle against what it regards as excessively cheap rates for third-class detached-label mail.

The Association took dead aim at the U.S. Postal Service's claim that the labels, delivered with third-class materials or "flats" as a single piece, save enough money to justify getting nearly a free ride.

"No study has been produced that documents and quantifies these alleged efficiencies," ANPA said in testimony submitted to the Postal Rate Commission. "Thus, the only justification offered by the Postal Service for the treatment of the detached card and the flat as a single mail piece is unsubstantiated."

The "common sense" position was outlined in testimony prepared for ANPA by economist Sharon L. Chown of Cambridge, Mass. The comments were filed as part of the Association's pending complaint to the rate commission about detached-label policies.

At the heart of the ANPA complaint is the definition of the term "piece of mail." The Association has asked for a clarification [**presstime**, Jan. 1987, p. 48].

"Without a consistent and workable definition . . . for rate purposes," Chown said, "there exists the potential for arbitrary and inequitable classification rulings and regulations, such as the one that permits detached cards and their accompanying flats to travel in the mailstream for one per-piece rate."

She suggested a definition establishing this test for a piece of mail: The item is handled individually by any postal worker during any stage of mail processing, transportation or delivery. □

Association supports 'plus' issue proposal

ANPA has suggested that the Postal Rate Commission adopt one of its own suggestions. It concerns implementing rules for "plus" issues—the term used by postal authorities for total-market-coverage programs mailed via second-class.

The commission's proposal is to limit the number of non-subscriber copies mailed second-class to the number of subscriber copies delivered via that mail category. The intent is to limit use of second-class for TMC [**presstime**, July 1987, p. 58].

While ANPA disagrees with that purpose, it said the proposal in question would apply evenly to all publications, unlike some earlier proposals that the Association said discriminated against daily newspapers.

The Association said the proposed new rule is a "marked improvement over the existing regulatory scheme, touching neither too much nor too little."

It asked the commission to discard an existing Domestic Mail Classification Schedule rule and to urge the Postal Service to repeal certain sections of the Domestic Mail Manual, replacing them all "with this simple and understandable rule."

The rate commission's decision will be a challenge not only because of the complexity of the issue, but also because mailers disagree widely on the matter. □

House votes full funding

The U.S. House of Representatives voted to appropriate enough postal funding for the 1988 fiscal year to keep in-county, second-class rates at current levels.

The House voted to allocate $517 million for "preferred mail," including newspapers mailed within the county of publication.

The Senate had not acted by late July. But observers said chances were good that it also would vote to hold rates steady [**presstime**, Nov. 1986, p. 55]. □

New contracts set for Canada, U.S. workers

Canada Post and the Canada Letter Carriers Union settled on a new, 31-month contract July 4 that ended a "rotating" strike in larger mail centers.

Union members were expected to ratify the agreement early this month, partly because the union was considered to have won the most ground in negotiations [**presstime**, July 1987, p. 58].

Meanwhile, the U.S. Postal Service and its two largest employee unions July 21 announced agreement on a new, 40-month contract. Workers will receive pay increases of between $1,700 and $1,866 over the life of the contract, which must be ratified by the rank-and-file union members. □

Simmons shows readership up on Sundays

Simmons Market Research Bureau Inc. has completed its 1987 Newspaper ratings survey of the top 50 markets, and Scarborough Research Corp. was expected to have its survey finished in late July.

The Simmons study indicates that readership of Sunday newspapers is up substantially since the last syndicated study in 1985, but weekday readership of daily newspapers is down slightly, said L. Kay Schultz, director of the firm's subsidiary, Simmons Major Market Research Inc.

However, Schultz cautioned that exact comparisons cannot be made because the markets and newspapers surveyed differed slightly in the two studies.

Simmons found that 72.3 percent of all adults surveyed this year said they read a Sunday newspaper, compared with 69.7 percent in 1985.

Just over two-thirds (67.1 percent) of adults said they read a newspaper on an "average weekday." The 1985 study had found 68.4 percent were weekday readers.

The new Simmons survey also found that management, professional and more affluent adults read newspapers more than the average.

The study classified those surveyed into "newspaper imperative" or "television imperative" people, depending on whether they relied more on newspapers or TV for various types of information. Those with higher educations and incomes were more "newspaper imperative" than the average adult. For example, 44 percent of college graduates were newspaper imperative and 22.6 percent were television imperative. Of those with household incomes of $75,000 or more per year, 43.2 percent were newspaper imperative and 22.1 percent were television imperative.

The Simmons study was based on data for 123 U.S. daily newspapers and 93 Sunday newspapers in 56 major markets, including the top 50 Areas of Dominant Influence, or ADI. Simmons signed up 125 ad agencies as clients for the information.

Scarborough had 81 ad-agency clients and 98 newspaper clients as of July 21, said Jeffrey W. Rodgers, vice president/newspapers and marketing. Its study covers the top 50 ADI plus Des Moines.

After conducting separate studies for several years, the two firms in 1985 made a joint study. Then they discontinued the combined effort [**presstime**, June 1987, p. 90]. The new studies are the first for each since then. □

Newspaper to appeal fine over photo chemical disposal

The Tacoma (Wash.) News Tribune plans to appeal a $6,000 fine assessed against it by the state for discharging photographic processing waste into the local sewer system.

The fine resulted from an inspection of the newspaper plant last October by Washington state's Department of Ecology. In May, the department notified the newspaper that it was being fined for illegally disposing "extremely hazardous waste" into the sanitary sewer system.

The newspaper's attorney questioned the state's inspection methods. Department of Ecology personnel insisted that test samples be taken as the waste came from the processors, said Steven V. Robinson. "It was always our understanding that the tests were going to be done at point of discharge" into the sanitary sewer system, he said. At that point, the waste would have mixed with other waste water and diluted.

Robinson said the newspaper also is "confused as to why the News Tribune was singled out." The newspaper plans to file an appeal this month with the Pollution Control Hearings Board, the attorney said.

Lately, Robinson reported, the paper has been putting photographic waste in containers for disposal.

Richard W. Neergaard, ANPA manager/environmental services, said he believes the state misapplied its solid-waste regulations in the case.

The U.S. Environmental Protection Agency and environmental agencies in some other states long have considered photographic processing wastes to be an "industrial liquid waste discharge," not a solid waste, he said.

Neergaard said he believes photographic waste should be excluded from Washington's "dangerous waste regulations" under a section that exempts industrial waste-water discharges subject to regulation under the federal Clean Water Act. Photographic processing waste is subject to regulation under that law, he said.

As recently as 1986, Neergaard said, the federal EPA determined that the "volume and relative toxicity" of newspaper waste "is not significant enough in terms of the total waste stream going to sewage treatment plants" to require pretreating.

Large photo processing operations are required to pretreat their waste, and newspapers technically could come under these rules, Neergaard said. But federal rules exempt operations that process less than 1,600 square feet of film a day. Neergaard said he knows of no U.S. newspaper processing that volume of film on a daily basis.

Clark G. Haberman, regional manager for the state Department of Ecology, said he believes the enforcement action is correct within the state's regulations. "The states always can choose to be more stringent" than the federal government, he said.

In response to the Tacoma case, Allied Daily Newspapers—a regional newspaper association in the Pacific Northwest—recently held a one-day seminar for its member newspapers from Washington state. Speakers included manufacturers of waste treatment equipment and representatives of toxic waste disposal operations.

Allied Executive Director Paul R. Conrad said he has recommended that newspapers confer with local sewage authorities as to whether they want newspapers to pretreat photographic waste.

ANPA's Neergaard said although the step is not required, he encourages newspapers to process their photographic waste through a silver-recovery system. It can save the newspaper money while decreasing the treatment burden for the local sewage treatment facility, he said. □

Some newspapers routinely release photo waste down the drain.

Some states don't apply sales tax to postage portion of subscription costs

Does a state's sales tax apply to the postal costs included in the price of a mailed subscription?

State press associations are getting different answers from state tax authorities.

The Kentucky Tax Policy Division told the Kentucky Press Association that the state's sales and use tax does not apply to postal costs for mailed subscriptions. A similar response was obtained by the North Carolina Press Association from that state's Department of Revenue.

However, when the Georgia Press Association made a similar inquiry to the Georgia Department of Revenue, Commissioner Marcus Collins replied that the sales tax is owed on the full amount of the subscription because the department has no authority to allow newspapers to separate out postal costs. According to GPA General Counsel David E. Hudson, Collins said the department would consider information on how other states handle the matter.

KPA Executive Director David T. Thompson said a discussion at the Newspaper Association Managers' annual legislative conference last December at ANPA headquarters in Reston, Va., prompted him to pose the question to state revenue officials. For some newspapers, postal costs can account for as much as 60 percent of the subscription price, he said. □

Open records challenge withdrawn in California

Following a court ruling granting the San Jose Mercury News access to records of California's Fair Political Practices Commission, a legislator withdrew a bill, which had been vigorously opposed by the press, to exempt the FPPC from the state's open records law.

The FPPC requested the exemption after the Mercury News filed suit to gain access to certain records. Superior Court Judge William Lally ruled in favor of the newspaper on most of the records it sought.

Assemblyman Elihu Harris then took his bill from the agenda of the Senate Governmental Organization Committee, saying he wanted to study the matter further. □

Media persist in opposing Florida ad sales tax

The Florida Supreme Court's advisory opinion on the state's 5-percent sales tax on advertising—that it is "facially constitutional"—has not deterred media and advertising organizations from going ahead with plans to keep fighting the levy in court.

The advisory opinion was approved 4-1, with two abstentions. The dissenter said "the tax on advertising represents an unconstitutional restraint on free speech." The two justices who abstained expressed reservations that advisory opinions erode the doctrine of separation of powers.

"In our view, it wasn't a strong opinion at all," said Richard D. Shelton, executive director of the Florida Press Association. "It simply said on the surface that the court felt that the sales tax in general was constitutional. It almost seemed to invite specific litigation."

The primary impact of the opinion is on Gov. Robert Martinez, who wanted a favorable opinion as an endorsement before implementing the new tax-collection procedures [**presstime**, July 1987, p. 60].

Attorneys for various newspapers and the FPA will work on a unified action challenging the tax based on First Amendment and interstate commerce grounds, Shelton said.

The Florida Bar already has filed two suits against the measure, and they will be heard in September.

Also under way is a referendum drive to repeal the tax. Initiated by a group called Stop Taxes Oppressing People, or STOP, the campaign needs nearly 350,000 signatures by August 1988 to qualify for the ballot.

In other recent actions to protest the new tax, a number of media organizations have joined those deciding to move future conferences out of the state. New additions include the Inland Daily Press Association, the Association of Newspaper Classified Advertising Managers, the International Newspaper Advertising and Marketing Executives, the National Newspaper Association and the National Newspaper Publishers' Association.

ANCAM had planned to hold its 1988 conference in Fort Lauderdale, and Inland had planned its 1989 winter conference for Tarpon Springs. INAME officials had been close to signing contracts for future meetings in Orlando. NNA canceled its 1989 convention in Orlando. NNPA, representing the black press, had scheduled its next mid-winter workshop in Miami.

Advertising blackouts also have become a regular occurrence during broadcasts. By mid-July, 36 national advertisers had eliminated or reduced their volume of advertising in Florida.

In many cases, the FPA's Shelton said, the time remains paid by the advertiser—but instead of a commercial message, a message protesting the advertising tax is aired.

Some advertisers have canceled contracts with newspapers, he said, but the amount of revenue lost thus far is unknown. □

County attempts VDT regulation

A local government on Long Island, N.Y., has approved a bill regulating the use of video display terminals for the first time in the private sector.

However, on July 22, Suffolk County Executive Michael LoGrande vetoed the bill. The county legislature has until Aug. 11 to attempt to override the veto.

The bill applies to all employers using 20 or more VDTs.

Among other things, the legislation requires that employees who operate a terminal more than 26 hours a week get a 15-minute break for alternate work every three hours. It also sets work-station standards for equipment purchased after Jan. 1, 1989.

The bill was passed by the county legislature June 23 by a 13-2 vote, with three abstentions. Twelve votes would be needed to override LoGrande's veto.

Representatives from Newsday, ANPA and the Washington, D.C.-based Center for Office Technology testified in opposition to the bill at legislative hearings. After passage, they urged LoGrande to veto it.

Newsday Vice President Alberto Ibargüen said the legislation was unnecessary and "mandates artificial work rules and working conditions."

ANPA Manager/Environmental Services Richard W. Neergaard said it could be "counterproductive to the goal of improving the VDT workplace."

Supporters of the bill included the Communications Workers of America.

The Center for Office Technology reports that VDT legislation in some form is under consideration by four state governments—in California, New York, Ohio and Pennsylvania. □

Newspapers exempt from telemarketing curbs in Florida

Newspapers are exempt from a new Florida law restricting telemarketing. The law, which takes effect Oct. 1, is the first of its kind in the United States.

It prohibits sales calls to consumers who add the line "no sales solicitation calls" after their names in the telephone directory. It also prohibits sales calls to people whose telephone numbers are unlisted at their request. Each violation carries a $10,000 fine.

According to Richard D. Shelton, executive director of the Florida Press Association, newspapers sought the exemption because, with Florida's highly transient population, they regularly solicit new residents whose numbers are not yet in directories. The newspapers therefore would be at risk of inadvertently calling people who had requested unlisted numbers. "In effect, it would have put newspaper sales out of business," he said.

The law covers sales calls for tangible personal property, time-share real estate ventures and cemetery plots. Newspapers are the only items exempt from the tangible-personal-property category. "They were exempted based on the unique circumstances and the concerns for free circulation of newspapers," said Shelton.

According to the Direct Marketing Association, similar bills, sometimes called "asterisk" bills because consumers could indicate their desire not to receive sales calls by an asterisk next to their directory listing, are pending in legislatures in Illinois, New Jersey and New York [**presstime**, May 1986, p. 66]. DMA said it maintains a list of consumers who do not want sales calls and makes that available to telemarketers. □

Friedheim to become NAM president

Jerry W. Friedheim will assume the presidency of the Newspaper Association Managers at the group's convention Aug. 9-13 at the Tamarron Resort in Durango, Colo.

Friedheim, ANPA executive vice president and currently NAM vice president, will succeed Edwin W. Tucker, general manager and executive secretary of the New Jersey Press Association.

About 55 members and their families are expected to attend the 64th annual convention, which will include presentations on promotion, publications, financial planning, newspaper production, and people management. □

Eagle-Beacon says readers helped free jailed journalist

A Kansas newspaper claims a letter-writing campaign by its readers has helped gain the release of an imprisoned Taiwanese journalist.

The Wichita Eagle-Beacon had urged its readers to write to Chiang Ching-kuo, president of the Republic of China (Taiwan), on behalf of journalist Huang Hua.

"I am convinced that they helped a great deal," said George Neavoll, editor of the editorial pages, who spearheaded the effort through his columns and editorials.

"Readers are just so great about writing," he said. "It is very heartening to see them respond in this way for someone they don't know . . . and have little likelihood of seeing."

Huang, 47, who was released May 30, had spent more than 21 years as a political prisoner. Five other prisoners, including two other journalists, were also released.

According to Neavoll, Huang is the fourth political prisoner to be the beneficiary of an Eagle-Beacon reader campaign. Readers also wrote on behalf of journalists in Paraguay and Uruguay, and the general secretary of the Presbyterian Church in Taiwan. All three were subsequently released [presstime, April 1983, p. 18].

The newspaper currently is championing the cause of Luis Rodriquez Rodriquez and Guillermo Rivas Porta, identified by Neavoll as "reportedly the last two journalists remaining in Cuban prisons." □

WORLD PRESS NOTES

• The government of Singapore July 13 lifted its **restriction on circulation** of the Asian edition of Time magazine, but limits on the circulation of The Asian Wall Street Journal remain [presstime, July 1987, p. 58].

The Singapore High Court is expected to hold a hearing in mid-August on the newspaper's motion to quash the government order restricting Journal circulation to 400 copies a day.

• The restriction on Time magazine was ended less than a week after a **delegation from the World Press Freedom Committee** called upon officials of the Singapore government to request that the limitations be removed and that the law permitting the government to restrict the sale and distribution of foreign publications be repealed. The WPFC mission was the first conducted with the cooperation of the Fund Against Censorship, established earlier this year at the urging of an international conference of journalists in London [presstime, May 1987, p. 66].

• With the United States casting the only negative vote, the United Nation's 70-nation Committee on Information adopted a resolution that calls for establishment of a **"new world information and communication order."** Thirteen other free-press nations abstained.

The resolution was adopted after the United States and Great Britain had opposed an earlier resolution that also advocated the so-called NWICO but in other respects was generally more favorable to free-press concerns.

• A **handbook for African journalists** has been published by the WPFC. The 132-page book was written by 15 African journalists and journalism teachers. Initially, 1,500 copies will be distributed in English-speaking parts of Africa by Callix Udofia, a former professor of communications in Nigeria, who served as coordinator and co-editor for the project. George Beebe, former director of the WPFC assistance program, was the other co-editor. Beebe retired from his WPFC position June 30 and was succeeded by Malcolm F. Mallette, who retired that date as director of development of the American Press Institute in Reston, Va.

• The 15th **Management & Marketing Symposium** of the International Federation of Newspaper Publishers will be Oct. 22-23 in Madrid, Spain. Executives of ANPA-member newspapers who wish to attend may obtain application forms from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center in Reston, Va.

• A group calling itself The Committee of Journalists to Free Terry Anderson has been formed to **work for the release of kidnapped journalists** Anderson and Charles Glass in Lebanon.

Southam Syndicate, Scripps news service will cooperate

Canada's fledging Southam Syndicate is scheduled to sign a contract Sept. 1 with Scripps Howard News Service whereby the organizations will distribute each other's news and features, said the syndicate's sales manager Valerie Carter.

The move is the latest in a series of growth moves by the syndicate, which was formed Jan. 1 by the Southam News division of Toronto-based Southam Inc. "We have a very aggressive program," Carter said. "We are planning on developing relations with other American syndicates."

The syndicate was established to market the Southam News wire service offering news, features and graphics. It plans to add columns and editorial cartoons.

It is already the Canadian distributor for The Washington Post Writers Group.

Southam News is well-established in Canada, with about 24 large dailies subscribing to it, Carter said. U.S. clients include The Miami Herald and other Knight-Ridder newspapers and The New York Times, she said. □

Faulk buys features service

Words by Wire, a syndicated news service that supplies light or "offbeat" features to about 40 newspapers, has been acquired by Faulk International of New York City. Purchase price was not disclosed.

The news service was founded in Washington, D.C., three and a half years ago by Laura Bernstein, who remains as publisher, and Francis Combs.

W. Gilbert Faulk Jr., president of Faulk International, is a former vice president at Dow Jones & Co. and played a role in the start of the Dow Jones News/Retrieval Service. □

Sylvia Porter joins L.A. Times Syndicate

Sylvia Porter has transferred her financial column to the Los Angeles Times Syndicate from Universal Press Syndicate, effective Aug. 1.

The column, "Your Money's Worth," runs three times a week and is in its 40th year. Porter is the author of several books on personal finance and is editor-in-chief of Sylvia Porter's Personal Finance magazine. □

Copy editor-reporter job switching offers valuable insights into editorial process

If a reporter believes a copy editor consistently mangles his or her precious prose, and if a copy editor believes reporters are universally illiterate, what happens when they switch assignments?

It's an education, for sure, according to copy editors and reporters who have done just that, temporarily, at The Hartford Courant (morning, circulation 221,962).

Executives there believe the Courant is the only newspaper in the United States that has a regular, compulsory program of switching assignments between reporters and copy desk editors. The program began several years ago, and the exchanges normally last a month.

Copy editor Marjorie K. Ruschau said it was something of a shock at first when she moved from the copy desk to the education reporter's beat. "I did not know this ahead of time, but the board of education was very antagonistic to reporters," Ruschau said. "They were not very nice at all. When you're a reporter, you've got to have that iron skin. I don't like bothering people, and when you're a reporter you always have to bother people constantly."

Being a copy editor has its frustrations, too [**pressime**, May 1987, p. 71]. John Hyland, who switched with Ruschau, said of his month on the copy desk: "It took some getting used to, just to sit for eight hours and read other people's copy. One of your first impulses is to change the copy to suit yourself, but I had to remember how upset I got when this was done to me."

Another reporter, Kathleen A. Megan, had similar concerns before moving to the

Ruschau (left) and Megan watch Hyland work on a story at The Hartford Courant.

desk. She was "really worried about messing up a reporter's copy" and "concerned it would be difficult sitting at a tube eight hours a day. I was used to talking on the phone and running all day long."

But the copy desk "actually turned out to be a lot of fun and interesting," she said. "The most fun part was writing headlines. It seemed like a video word game."

Megan said it also was an experience for her to be challenging reporters about their information.

"I remember how one day I asked some questions that I thought were really reasonable," she said. "The reporter just kind of glared at me, and I suddenly realized what happens. I learned how to ask questions diplomatically. The reporter thinks he's done with the story once he writes it, and all of a sudden somebody is asking all these questions."

Megan said her replacement, David P. Wakefield Jr., was initially perplexed at covering the "social sciences beat." "The thing that bothered him at first was the uncertainty," she said. "The beat is not a breaking kind of beat. It drove him crazy because it takes a while to develop stories like that."

A one-time police and government reporter, Wakefield said going back to reporting for a brief spell "was certainly a refresher course, certainly a lesson to me."

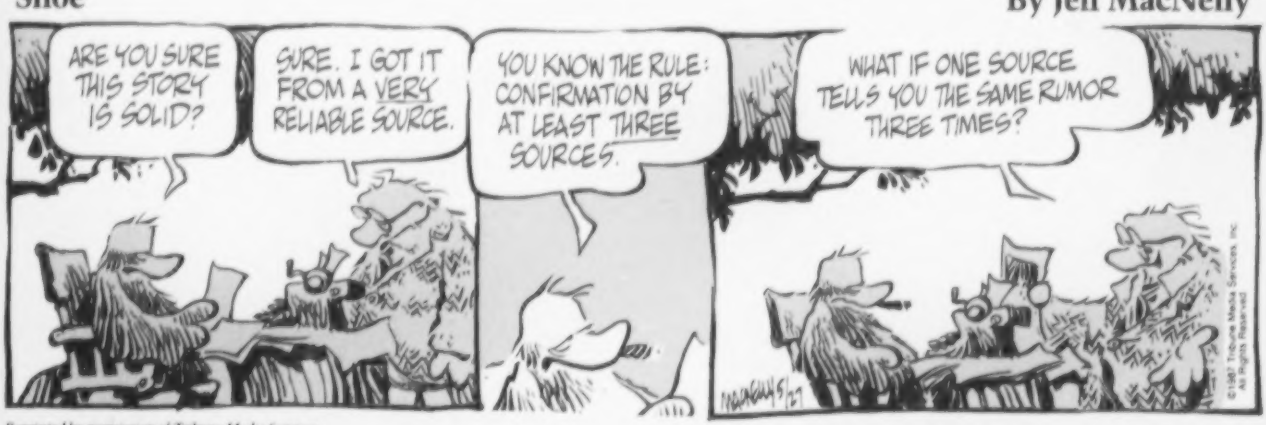
Michael G. Prager, an assistant news editor, had the same kind of reaction when he took a turn as a reporter. He and a colleague wrapped up a special project on Friday, and Prager assumed that was that. But he got a phone call at home Friday night from an editor, and he and the other reporter spent four hours Saturday morning doing additional work on the story.

"I was reminded what it was like having a story go through three or four editing levels before it even got to the copy desk," Prager said. "It reminded me of how frustrating it can be."

Copy editor Ruschau said one of her colleagues liked his reporting stint so much he became a bureau chief. Conversely, one reporter became a permanent copy editor.

But she said the great majority breathe a sigh of relief when the temporary switch comes to an end. —*Gene Goltz*

'Shoe' **By Jeff MacNelly**


ARE YOU SURE THIS STORY IS SOLID?
SURE. I GOT IT FROM A VERY RELIABLE SOURCE.
YOU KNOW THE RULE: CONFIRMATION BY AT LEAST THREE SOURCES.
WHAT IF ONE SOURCE TELLS YOU THE SAME RUMOR THREE TIMES?
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NAB predicts stronger ad growth in '87

Based on U.S. daily newspapers' strong performance thus far this year, the president of the Newspaper Advertising Bureau predicted growth will exceed his January forecast in two of three newspaper advertising categories.

At a July meeting of the International Newspaper Advertising and Marketing Executives, Craig C. Standen estimated expenditures for retail advertising in U.S. dailies will increase 8 percent in 1987, not 7 percent as he had previously predicted [**presstime**, March 1987, p. 54]. Classified expenditures will be up 12 percent, not 8 percent, he added.

But Standen predicted that national advertising will grow only 3 percent instead of the 5-percent gain he had foreseen earlier.

He told the INAME gathering in San Diego that ad expenditures as a whole will rise 8 percent, not 7 percent.

Robert J. Coen, senior vice president and director of forecasting at McCann-Erickson Worldwide, also has revised his 1987 ad spending forecast. Expenditures in all media will rise 7.5 percent, not the 7.6 percent he predicted last December [**presstime**, Jan. 1987, p. 6].

Coen now projects local (retail and classified combined) advertising expenditures in newspapers will rise 9 percent, up from the 7-percent rise for retail and 8 percent for classified he had predicted earlier.

But like Standen, Coen said he expects national ad expenditures to be less than previously thought—3 percent, not 4.5 percent. Newspapers are experiencing problems in this category because of a decline in orders from cigarette, liquor and computer marketers, he said.

Other advertisers have intensified cost-cutting efforts, Coen said, with some of them shifting from full-run to partial-run schedules.

In a separate report released in late July, NAB said that during the first four months of the year retail ad expenditures in U.S. dailies rose 9.2 percent from the same period in 1986, to an estimated $4.602 billion; classified was up 15.8 percent to $3.385 billion; and national increased 2.4 percent to $1.132 billion.

Overall, ad expenditures for the period increased 10.6 percent to $9.119 billion. □

Knauer, ANPA discuss issues

President Reagan's special adviser for consumer affairs met July 21 with officials of ANPA and ANPA Credit Bureau Inc. and heard about their work in helping newspapers identify fraudulent advertisers.

"If we could have more screening of ads voluntarily, I think we could protect the public in a very substantial way," said Virginia Knauer, following her visit to The Newspaper Center in Reston, Va. Knauer said she was not "threatening" to seek mandatory screening procedures.

The invitation to visit ANPA headquarters came after Knauer criticized newspapers' ad-screening practices in a statement to an advisory committee of the Commodity Futures Trading Commission. The accuracy of Knauer's information subsequently was questioned by several newspaper executives [**presstime**, May 1987, p. 84].

She did not address that subject in her visit to ANPA.

Credit Bureau Vice President James Ralph said Knauer's visit was a "first meeting," and there will be more discussions between ANPA/CBI and the U.S. Office of Consumer Affairs.

ANPA and Credit Bureau officials also have met with Fowler C. West, chairman of the Advisory Committee on CFTC-State Cooperation.

According to Ralph, subscribers to the credit-checking service and ANPA-member newspapers will be sent a packet of materials on how to detect consumer fraud. The information was prepared by a variety of sources including the CFTC, the U.S. Postal Service, the North American Securities Administrators Association, the Council of Better Business Bureaus and the National Futures Association. □

Knauer meets with Ralph (right) and ANPA's Thomas C. Fichter.

Anti-drug program seeks more media participation

The Drug-Free America Program is calling for further volunteer participation in the public-service advertising campaign against drug use in the United States.

Twelve advertising agencies have completed 28 newspaper and magazine ads, 25 television commercials, and six radio spots. Sixteen other agencies are developing a second round of ads, which will be available shortly.

Newspapers participating in AD/SAT will be able to receive the ads through that satellite-delivery network.

The Newspaper Advertising Bureau sent the first-round ads to daily newspapers in May [**presstime**, May 1987, p. 80].

Twenty-eight councils of local agencies set up by the program have solicited space and time commitments from various publications and broadcasters. □

1988 Advertising Planbook available

The 1988 edition of the *Newspaper Advertising Planbook* is available from the Newspaper Advertising Bureau.

Newspapers may order in any of four format options: hard cover without imprinting of the newspaper logo at a cost of $5.60 per copy for up to 49 copies, $5.20 per copy for up to 99 copies and $5 per copy for 100 or more; hard cover with imprinting, add 90 cents per copy to regular hard-cover costs; soft cover without imprinting, $4.50 per copy; and soft cover with imprinting, $5.40 per copy. The minimum order for imprinting is 50. Deadline for placing imprinting orders is Aug. 22.

The book features calendar pages from November 1987 to January 1989, a four-step advertising plan and other advertising tips.

Encouraging early orders, NAB Vice President and Creative Director Hank Simons said "last year's printing of 80,000 copies sold out in record time."

To order, contact NAB's Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10036. □

New slogan being written for classifieds

The staff of the Newspaper Advertising Bureau has been given the task of coming up with a slogan for classified advertising. This comes after a slogan selected in a nationwide contest failed to pass muster at a meeting of classified ad executives.

The results will be unveiled next January, according to Larry D. Franklin, chairman of a subcommittee working to develop the slogan for NAB's Future of Advertising Project. Franklin, executive vice president and chief operating officer of Harte-Hanks Communications Inc., made the announcement in San Diego at the July 12-15 sales conference of the International Newspaper Advertising and Marketing Executives.

According to Franklin, more than 450 entries were submitted to the slogan contest, sponsored by the FOA subcommittee [**presstime**, Jan. 1987, p. 53].

The winning slogan, "Classified—Fine Print Worth Reading," was submitted by two employees of the Detroit Free Press. On the advice of Minneapolis agency Rice & Rice Advertising Inc., which was hired to develop creative uses of the slogan and logo, the saying was revised to: "Classified—It Pays to Read the Fine Print."

That slogan was presented at the June 21-24 conference of the Association of Newspaper Classified Advertising Managers, also held in San Diego. Attendees were evenly divided in their response. "We didn't feel it was enough of an endorsement to continue with that slogan," said Darrell C. Rooney, classified advertising manager for the St. Paul Pioneer Press Dispatch, a spokesman for the slogan project.

Those who disapproved were bothered by the phrase "fine print," which they related to a legal contract, he said.

According to Rooney, $35,000 has already been spent on the project with another $35,000 expected to be spent to prepare promotional materials for purchase by newspapers.

New ANCAM officers elected at the conference were President James T. Conner of the State Times and Morning Advocate in Baton Rouge, President-elect Bill D. Horton of the Fort Worth Star-Telegram, Second Vice President Ronald G. Beach of the San Jose Mercury News, Third Vice President Nancy K. O'Connell of the Providence Journal and Bulletin, and Secretary Treasurer David A. Benoy of The Patriot Ledger in Quincy, Mass.

The conference attracted a record number of registrants, 354. □

Ad bureau eliminates fees for many workshops, seminars

BY CRAIG C. STANDEN

On June 1, the Newspaper Advertising Bureau suspended the fees traditionally charged for staff or advertiser workshops and seminars conducted by bureau trainers for individual member newspapers or newspaper groups.

Eliminating these fees, which ranged from $300 to $700 depending on circulation of participants' newspapers, should make NAB membership more useful and valuable for newspapers.

Craig C. Standen

When the bureau began conducting staffwide retail workshops and retail advertiser seminars in 1962, the policy was to charge a fee. This was to cover the salary of the trainer while out of the office conducting the workshop or seminar, the cost of developing and producing the workshop materials, and the trainer's out-of-pocket travel, lodging and meal expenses.

In those days, our "trainer" was a young man named Bill Solch, and training was a minor part of his duties in the bureau's Retail Department.

Today, training has become one of our most important member services—with a dozen staff members directly involved—and Bill Solch has been promoted several times and now is our vice president for membership services.

We currently offer more than 30 different workshops, seminars and programs covering not only retail staff training and sales development but also competitive media, co-op advertising, telemarketing, innovative thinking, marketing, and several areas of classified: automotive, employment, real estate and outside sales.

Our training services fall into three categories:

• **Staffwide workshops and advertiser seminars.** Conducted for individual newspapers (or groups of cooperative newspapers), they account for nearly 90 percent of all bureau training activities and are the ones for which we're suspending the fees. So now, when one of our trainers conducts an on-site workshop for a newspaper's staff or a group of its advertisers, all we ask the paper to pay are actual costs incurred, such as travel, lodging and meals plus workbooks and similar training materials. Newspapers also provide the meeting facilities and control the attendance.

• **Regional workshops and seminars.** These workshops, held in major cities in the United States and Canada, allow newspapers to send as many or as few of their employees as can be expected to benefit from the training. The only charge to the newspaper is on a per-attendee basis, usually from as low as $50 each for some one-day workshops to as much as $250 per person for a three-day program, depending on our costs. Regional workshops include "train the trainer" programs in which a newspaper sends one person to be trained by us and in turn become the trainer for the rest of the staff, and "The Selling Way," a limited-attendance, intensive, two-and-a-half-day sales training program for experienced newspaper sales people.

• **Consulting services.** They include co-op audits and our new classified and telemarketing consulting services, by which bureau experts work with a newspaper staff on situations and problems peculiar to the local market and recommend appropriate strategies and actions to help maximize opportunities.

These services and some other staff workshops that are customized for newspaper groups, will continue to be charged on a fee-plus-expenses basis.

The bureau's board of directors has authorized us to suspend the fees for two years and, if all goes well, to eliminate them permanently. It's another step in our continuing effort to make NAB membership more valuable to newspapers and to be as responsive as possible to our members' needs.

I hope your newspaper will take advantage of this change and schedule more workshops.

If you would like more information, call Bill Solch at (212) 704-4530, or Eric Anderson, NAB senior vice president/classified, co-op and training, at (212) 704-4514. □

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

U.S. publishers visiting France's Teletel system find the diversity principle at work

The thing a visiting delegation of U.S. newspaper executives liked most about the French Teletel videotex system was that the French national telephone company that operates it avoids providing content for the system.

"Basically it was a working model of the diversity principle," said Uzal H. Martz Jr., chairman of the new ANPA Diversity Principle Task Force and president and publisher of the Pottsville (Pa.) Republican. The French Postes Telephones Telecommunications, or PTT, "is not a major content provider and does not compete with the people who have to use the facilities," he said.

A similar system "could be possible in the United States without major changes" in the consent decree governing the AT&T breakup that bars phone companies from providing information services, Martz said.

ANPA Telecommunications Committee Vice Chairman Thomas Pace, communications counsel of Dow Jones & Co., agreed that the PTT has tried very hard to stay out of the content business.

As for how the Teletel system is faring, however, much of the reaction of the delegation who traveled to France to see it can be summed up this way: *Plus ça change, plus c'est la même chose*. The more things change, the more they stay the same.

Delegates reported there is no service on the French system that is not currently being offered or has not been tried by videotex systems in the United States, with the exception of the electronic telephone directory that was Teletel's original reason for being.

"I didn't see anything new and revolutionary that I said, 'My God, if we had had that we would have really been able to do something,'" said James Holly, who headed The Times Mirror Co.'s Gateway consumer videotex service that was shut down in March 1986.

However, there are differences between the U.S. and French experiences with videotex, and one of the major ones is the "seeding" of the Minitel terminals—from which the service gets its popular name—by the French telephone company. Commercial operation began in 1982. By the end of this year, PTT will have distributed about 3 million terminals free to French households.

According to Jules S. Tewlow, director of special projects for Lee Enterprises Inc., for every 10 terminals that have been distributed thus far, five go out of use after the first bill comes in for two months' usage. Of the remaining five, four are used approximately 95 minutes a month for various services. One terminal in 10 supplies more than 50 percent of the network traffic, he said. Seventy percent of the usage is in interactive communication services, what the French call "messageries" and what are dubbed "chat" services in the United States.

Holly, now director of Times Mirror's Electronic Information Services, noted that in their preference for chat services over passive information services, the French videotex users are like their U.S. counterparts.

However, what one delegation member termed a "bombshell" is the popularity of chat services with a sexual orientation.

"What seems to be driving the usage there is sex," said Reid Ashe, who headed Knight-Ridder Inc.'s Viewtron videotex service that also was shut down in March 1986. "We didn't really understand that, and had we understood it, I think we could have generated a lot more usage. But I don't think we would have been willing to promote an electronic bordello," said Ashe, who now is publisher of The Wichita Eagle-Beacon. —*Margaret G. Carter*

Uzal H. Martz Jr., Pottsville Republican

Teletel Program Manager Jean-Paul Maury explains system to ANPA delegation.

Hearings over, Greene to decide on information services

After three days of hearings, the question of whether the regional Bell operating companies will be allowed to provide information services is in the hands of U.S. District Judge Harold H. Greene. Greene has given no indication when he will issue his ruling, according to his office.

During the hearings, Greene referred to the "information services problem" as the "most difficult" of all those before him.

ANPA was represented at the hearings by Washington, D.C., attorney Richard E. Wiley, who argued against the Justice Department's recommendation that the information services restriction be removed from the consent decree governing the breakup of AT&T [**presstime**, July 1987, p. 60]. "The information service prohibition is still vital to the development of electronic publishing in this country," he said.

"No other public interest factors" justify removal of the restriction, Wiley said, most of all assertions that the American people are deprived of public services available to people elsewhere, an apparent reference to the French Teletel system and others (see story, this page).

Wiley said electronic publishing is "becoming a significant force in the United States" in the "competitive environment" fostered by the consent decree. □

Some mobile radio systems found to be illegal

Many newspapers operate mobile radio systems. Some of them recently found out that they have been operating them illegally.

The revelations came about as ANPA was fulfilling its new duties as "frequency coordinator" for the Relay Press Radio Service, a group of frequencies set aside for priority use by newspapers and wire services. The Association sought, and obtained, the status of frequency coordinator from the Federal Communications Commission last year [**presstime**, Oct. 1986, p. 48].

In late June, ANPA's Telecommunications Department sent a letter to approximately 1,500 newspapers, most of them dailies, whose names did not appear in a computer database of Relay Press Service licensees. The database was compiled for ANPA from FCC records.

The letter warned the newspapers that if they are operating mobile radio systems, they apparently are not authorized to do so, at least not in the Relay Press Service.

In little more than two weeks, ANPA heard from more than 200 newspapers, according to Deborah Walker, ANPA telecommunications systems specialist. About two-thirds of the respondents said they are operating mobile radio systems and thought they were licensed to do so. "It's been a real shock to us, and to them," Walker said.

So far, ANPA has investigated about 50 of the cases, she said. In a few instances, it determined the newspapers are licensed but did not appear in the database because of a computer glitch or clerical snafu, such as the license appearing in the name of the newspaper's corporate parent.

In other cases, however, there were more serious problems.

Some newspapers were operating with expired licenses. Normally, said Walker, equipment vendors make the initial license application to the FCC on behalf of the newspaper. But the licenses must be renewed every five years—something newspaper personnel may not realize.

The Association suspects a few license applications may have been mishandled. Walker said the newspaper should have a copy of the license issued by the FCC.

However, most of the newspapers operating mobile radio systems but not in the database were found to have valid licenses in services other than Relay Press. For example, a newspaper also qualifies to be licensed in the "Business Radio Service," Walker explained.

While this is "perfectly legitimate," she said, ANPA does not think it is "necessarily the best thing for the newspaper." There may be greater potential for interference in the general business service, she said. There is also a risk of losing the frequencies if they are not used by newspapers.

Some equipment vendors may not know that the Relay Press Service exists, she said. It is important for newspapers to make the fact known.

ANPA is assisting newspapers with problems to come into compliance with licensing requirements. The penalty for operating with an invalid license is a fine of up to $10,000 and a possible jail sentence, according to Richard P. Sutter, staff engineer in the FCC's Mobile Services Division. The severity of the penalty depends on whether the illegal operation was intentional or merely resulted from an oversight, he said. □

Post Co. announces sale of remaining cellular holdings

The Washington Post Co. will be out of the cellular telephone business altogether if the Federal Communications Commission approves its plans to sell remaining holdings in Florida.

The company plans to sell its Miami-Fort Lauderdale system and its 13-percent interest in a system serving Palm Beach County to McCaw Communications Cos. Sale price was not disclosed, but one published report—in the company's flagship property, The Washington Post—said the amount likely was more than $200 million.

McCaw Communications is 45-percent owned by Affiliated Publications Inc., publisher of The Boston Globe.

The Post Co. previously agreed to sell its 20-percent interest in the Washington-Baltimore cellular system to Southwestern Bell Corp. and its 18-percent interest in Detroit cellular to Pacific Telesis Group. □

Media groups analyze new rules on satellite remote-sensing

ANPA representatives and members of several other news organizations planned to meet July 26 in Washington, D.C., to coordinate reaction to the U. S. Commerce Department's long-awaited rules on regulating satellite remote-sensing images.

The regulations, which take effect Aug. 9, allow the departments of State or Defense to restrict the launch of commercial satellites or the use of space photographs on national security grounds [**presstime**, April 1987, p. 50].

Initial media reaction to the rules was mixed.

Some media representatives said the new rules, which have been under consideration for a year, could violate First Amendment rights against prior restraint.

The Commerce Department did, however, adopt ANPA's recommendation that "Nothing in these regulations is intended to place any limits on access to images that would not be placed on such access here on Earth."

W. Terry Maguire, ANPA vice president/general counsel, said the Association plans no specific action to protest the rules. "We would hope that actual implementation of the rules would adhere to the policy of not promulgating more stringent rules than are applied on Earth," he said.

Some news organizations, however, reacted strongly to the rules. Ernie Schultz, president of the Radio-Television News Directors Association, said: "The decision was expected, but it was still bad news because they didn't take our recommendations. We are disappointed that NOAA [National Oceanic and Atmospheric Administration] did not adopt the First Amendment standard which courts have required and which RTNDA proposed." He said the standard would have prohibited restrictions on media remote sensing except to prevent "a serious and immediate threat to distinct and compelling national security and foreign policy interests."

Mark Brender, an ABC News assignment editor and chairman of the Media in Space Task Force organized by RTNDA, said the Commerce Department decision could encourage media use of foreign satellite images because the restrictions apply only to domestic satellites. Brender said he had made arrangements to meet late in July with representatives of Soyuzkarta, a Soviet Union trade organization that is marketing space photos with better resolution than those available commercially in the West.

Groups planning to attend the media task force meeting in addition to ANPA and RTNDA are the American Society of Newspaper Editors, The Society of Professional Journalists, Sigma Delta Chi, and several broadcasting organizations. □

Minority Affairs

Multicultural program fellows selected

The Multicultural Management Program at the University of Missouri has selected its second class of fellows.

Sixteen journalists from throughout the United States will receive four intensive weeks of newspaper management training at the Missouri School of Journalism [**presstime**, Dec. 1986, p. 46]. Thirteen already hold management positions in the newsroom.

The new class of fellows includes five women and 11 men and is composed of four whites, three Hispanics, eight blacks and one Asian-American.

Executive Director Ben Johnson said the program's objective is to develop good management skills, including sensitivity to ethnically diverse news staffs and a commitment to more balanced news coverage regarding cultural and racial aspects of American communities.

Financial supporters of the program include Pulitzer Publishing Co. of St. Louis, Blade Communications of Toledo, Cox Newspapers of Atlanta, Josephus Daniels Foundation of Raleigh, N.C., Detroit Free Press, Gannett Foundation, Graham Foundation of Washington, D.C., Johnson Publishing Co. of Chicago, Sengstacke Newspapers of Chicago, Knight-Ridder Inc., Los Angeles Times, McClatchy Newspapers of Sacramento, and Time Inc. □

NABJ Convention Aug. 18-23 in Miami

The National Association of Black Journalists will hold its 12th annual convention Aug. 18-23 in Miami.

Since its founding, the NABJ has worked toward the goal of making the number of black journalists in newsrooms reflect their proportion in the United States. That goal will be the theme of the convention, which also will serve as a job fair.

About 1,500 print and broadcast journalists are expected to attend. Featured speakers are scheduled to include Chicago Mayor Harold Washington, presidential candidate the Rev. Jesse Jackson and the four reporters who successfully sued the New York Daily News in a recent discrimination case.

For more information, contact Carl Morris, executive director, NABJ, The Newspaper Center, Box 17212, Dulles Airport, Washington, D.C. 20041. □

Education

Stauffer newspapers put emphasis on academic success

As the Newspaper in Education project put the newspaper into the classroom, the 20 Stauffer Communications Inc. newspapers this fall will introduce a program to put more of the classroom into the newspaper.

The "A Plus" program was introduced in 1983 at one Stauffer paper, The Blue Springs (Mo.) Examiner, where then-Publisher and Editor Kim Sexton decided newspapers have put enough emphasis on athletic feats. "I promised that my newspaper would start giving just as much, if not more, ink to academic achievement."

The program involves publishing the names of honor-roll students, holding academic contests, covering academic success stories and promoting local shopping discounts for honor students.

Stauffer officials believe the program can have a significant impact on education, improve the newspaper's image in the community, and attract current and future readers. Sexton attributes a 15-percent increase in Examiner circulation to the program.

"A Plus" also will become a profit center for Topeka, Kan.-based Stauffer if Sexton can sell enough one-year "licenses" to other newspapers or broadcast stations, enabling them to conduct the program in their markets.

Marketing the licenses, for an annual fee of $99.95, is Media Additions, a Stauffer subsidiary being managed by Sexton. "They can't do this themselves as reasonably as we are doing it," he said.

Participating newspapers will receive a guide to use in working with local school officials and businesses to recognize student achievements. It includes step-by-step materials, forms and a list of 101 story ideas.

With "A Plus," Sexton said, critics can no longer charge that newspapers are interested only in "bad news about 'Jane' and 'John.' When we gave play to 'Jane' for winning the math contest, the next thing she wanted to do was win another one."

As evidence of the project's success, Sexton said the number of Blue Springs High School students with a 3.5 or better grade point average steadily increased by a greater percentage than increases in enrollment. □

Circulation

Empire seeks more newspaper support

Empire State College will continue its circulation-management curriculum even though its founding director has left.

Walter L. Frykholm, newly named acting director of the circulation management program at Empire State, said the college is seeking additional financial support from newspapers. Newspapers contributed funds to help launch the program in 1983.

Empire State also is seeking a three-year federal grant to install computer equipment to allow remote teaching of students as they stay on the job at their newspapers.

"One of the problems is our students are scattered all over the country," Frykholm said. "And publishers often don't want to send their students here." Empire State, with administrative headquarters in Saratoga Springs, N.Y., operates an individualized course for circulation managers, resulting in a two-year associate degree or four-year bachelor's degree in circulation management. The college borrows or rents space at seven New York State University buildings across the state, but the bulk of the work is done individually by students in their own locales [**presstime**, July 1985, p. 64].

More than a dozen degrees have been awarded and numerous seminars conducted during the program's four years of operation, Frykholm's said.

His predecessor, Scott Chisholm, who helped found the Empire State program, will begin directing a circulation-management program this fall at Utah State University in Logan. □

Dukakis considers lower minimum carrier age

"Little merchants" in Massachusetts who lost their jobs last spring because they were under the age of 12 can go back to their routes soon if Gov. Michael S. Dukakis signs a bill to change the minimum carrier age to 9.

A 1913 state child labor law prohibited youngsters under 12 from delivering papers, but no one questioned the law until the state Department of Labor suddenly enforced it at The Holyoke Transcript-Telegram [**presstime**, June 1987, p. 144].

The chief sponsor of the recently passed bill, Rep. Stan Rosenberg, said he expects Dukakis to sign it because youth carriers are "an American tradition." □

Speeches

Thomas Vail

James K. Batten

Robert Richardson

Richard W. Raiford

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Challenges and New Technology Add Up to Remarkable Times in Newspaper Advertising
ANPA Chairman and President George W. Wilson, president, Concord (N.H.) Monitor. Association of Newspaper Classified Advertising Managers conference, San Diego, June 22

Integrity of Purpose and the Protection of Our Freedoms
Thomas Vail, president and publisher, The Plain Dealer, Cleveland. Washington Correspondent and Consumer Journalism Awards, National Press Club, Washington, D.C., June 24

From the International Circulation Managers Association annual sales conference, Chicago, June 28-July 1:

Personnel, Perception and Planning in Newspaper Circulation
John J. Curley, president and chief executive officer, Gannett Co., Arlington, Va.

The Neglected Circulation Battle: Retaining Subscribers
James K. Batten, president, Knight-Ridder Inc., Miami

From the International Press Telecommunications Council annual general meeting, Las Vegas, June 11-12:

Impact of Telecommunications on Newspapers—Today and Tomorrow
Uzal H. Martz Jr., president and publisher, Pottsville (Pa.) Republican

Satellite Communications and Applications at USA Today
William O. Hider, vice president/telecommunications, Gannett Co., Arlington, Va.

The Telecommunications Situation in Japan: 1986-87
Akira Kawaguchi, chairman, and Shinji Kimura, vice chairman, Telecommunications Committee, Nihon Shinbun Kyokai

From the International Newspaper Financial Executives spring conference, Marco Island, Fla., May 10-13:

Strategies That Can't Wait Until Tomorrow
Robert Richardson, director of operations, The Gazette, Montreal

The What and How of Strategic Planning in Newspapers
Chester C. Warzynski, management consultant, Ottaway Newspapers Inc., Campbell Hall, N.Y.

Newsprint—What's Ahead?
Richard W. Raiford, executive vice president, Southeast Publishers Newsprint Sales Co., Atlanta

How to Conduct a Firing
Douglas Wesley, principal consultant, The Hall Wesley Group Inc., Lakeland, Fla.

Alternatives to strikes tested

Charles A. Perlik Jr., president of The Newspaper Guild, observed at the union's recent convention that new technology has rendered a union's ultimate weapon—the strike—"often feeble."

Thus, unions are seeking alternatives to strikes, such as boycotts and rallies, to put the public spotlight on the employer.

"The purpose of a strike is to bring economic pressure on an employer," said J. William Blatz, director of field operations for the Guild. "That's precisely what you do when you have a boycott."

Many of the strike alternatives are not new. A "byline strike" that occurred July 9-10 at The Washington Post, where Guild-represented editorial employees requested that their bylines be withheld, followed similar actions in such cities as Cleveland [**presstime**, Feb. 1987, p. 51].

The AFL-CIO often puts companies where a labor dispute exists on its "unfair list," urging union members not to buy products from companies on the list.

In California, McClatchy Newspapers is becoming a testing ground for Guild strike alternatives. At two of the company's dailies, The Fresno Bee and The Sacramento Bee, management has declared an impasse in bargaining for new labor agreements and posted working conditions contained in the final offers. Guild members at the papers voted not to strike but to "take any and all economic action as if we were on strike." Union members in the two cities are urging readers to cancel their subscriptions to the Bee dailies.

According to the company, however, the boycott has not been successful. "The effect of the subscription boycott is absolutely statistically insignificant," said Keith R. Fuller, McClatchy's director of employee relations.

The opening day of the Guild's June 22-26 convention in San Diego (see story, next page) was devoted to a forum on alternatives to strikes. Union representatives from Fresno and Sacramento described their actions at the McClatchy dailies, such as lunch-time "informational picketing" with signs saying "Negotiate."

In addition to boycotts, informational picketing and rallies as strike alternatives, attendees at the Guild forum suggested such tactics as mass coffee breaks, wearing anti-management T-shirts and buttons, picketing the homes of company directors, and requesting health and safety investigations.

Unions are "back where we were in the '20s and '30s" and must develop new tactics, Service Employees International Union President John J. Sweeney told the Guild delegates. "All companies have vulnerabilities that can be found."

> *"Unions can do a lot of things in the shop to put pressure on management."*

An officers' report to the convention said that Guild leaders "must become thoroughly familiar with innovative bargaining strategies, in the plant and outside the plant." The report noted that leaders of newspaper unions have formed a task force to work out a program for coordinated bargaining in the newspaper industry [**presstime**, April 1987, p. 60].

Following the convention, several hundred Guild members and supporters attended a rally in Fresno for members there.

In the Sacramento area, a computerized project called GROWS, an acronym for Growing Resources of Workers' Salaries, is being put together by the Guild and other unions to apply economic pressure on publishers and other employers when needed, including a possible boycott of advertisers.

Twenty-seven unions with about 70,000 members are involved, said Robert L. Bondi, a Guild member and the administrator of the project. "We're major contributors to the economy," Bondi said. "We're trying to impress the business people and get their support."

The byline strike at The Washington Post was called to protest the lack of a labor agreement for a year.

The Post published a statement July 10 to give readers "our side of the story." It pointed out that Post reporters' salaries average more than $50,000 a year. The company said its most recent offer contained an economic package providing increases of between 4 and 5 percent annually for three years, but the Guild "wants more."

Tom Sherwood, a Post reporter and chairman of the Guild bargaining unit, said the fact that the Post published the in-house ad "was an indication we got the company's attention." He said the byline strike was successful in that it sent a message to the company that "we were not satisfied" with the progress in bargaining and "got the issue closer to management's front burner."

Although in recent months the Guild has been the most active union in strike alternatives, craft unions have used similar tactics, too. William Moody, information director for the Graphic Communications International Union, said that one of the most effective weapons in the printing industry has been to refuse to work overtime, adding that this happens more frequently in commercial printing than at newspapers.

"Unions can do a lot of things in the shop to put pressure on management," he said. At the same time, "We must operate within the contract and within the law. We don't suggest quality (of work) be lessened."

Another possible tactic at newspapers, he said, would be a "work-to-the-rule" job action similar to those used by unions representing teachers and transportation workers.

Moody quoted Victor Ciuccio, the GCIU's contract and research director, as telling a recent seminar of local union leaders: "Don't go out on strike. Drive them crazy inside." —*Clark Newsom*

NLRB elections

Elgin (Ill.) Daily Courier-News, CWA: Editorial employees voted 19-0 against further representation by Chicago Typographical Union No. 16.
(NLRB Case No. 13-RD-1750)

Muskogee (Okla.) Daily Phoenix and Times-Democrat, Teamsters: A unit of all employees voted 91-15 against representation by Local 516 of the Teamsters.
(NLRB Case No. 16-RC-8918)

San Bernardino (Calif.) Sun, Guild: News, production and commercial employees voted 158-126 against representation by Local 69 of The Newspaper Guild.
(NLRB Case No. 31-RC-6127)

Syracuse Herald-Journal and Post-Standard, CWA: Composing room employees voted 28-3 against further representation by Typographical Union No. 55.
(NLRB Case No. 3-RD-930)

Guild convention approves new organizing activities

Members of The Newspaper Guild will vote in mid-September on a convention-approved dues increase of $1 a month to be used for organizing activities. The union says the proposal would generate about $400,000 a year.

In recommending the increase, the union's International Executive Board said the Guild is the only union in the newspaper industry that has maintained membership levels during the past year.

As of March 1, membership stood at a record high of 34,018 active members. A poll last year indicated that most members would be willing to pay the additional $1 a month for organizing purposes [**pressstime**, Jan. 1987, p. 58].

J. William Blatz, the union's director of field operations, estimated there are 6,000 non-members, called "free riders" by the union, working under Guild contracts.

Also at the union's 54th annual convention, the 231 delegates, by acclamation, elevated Charles B. Dale to a two-year term as president, beginning Oct. 15. Retiring President Charles A. Perlik Jr., after 18 years in the office, announced earlier this year he would not be a candidate for re-election [**pressstime**, April 1987, p. 62].

John C. Edgington, administrative officer of the San Diego local, was elected secretary-treasurer, succeeding Dale.

In a farewell address to the convention, Perlik sounded a warning: "Events of the past year have shown that we are confronted by perhaps the most serious crisis since the Guild's early years. The proliferation of new technology and the increasingly anti-labor climate brewed by the political right in both our countries (the United States and Canada) have put the publishers in the saddle. And they are beginning to use the whip."

New equipment "renders the strike weapon often feeble," he said, "and with the labor boards, the courts and the governing authorities turning neutral ground into partisan territory, they are seeking to take back all that we have won over the years."

Perlik, noting that political endorsements by the Guild "are a perpetual source of controversy," said it had not been decided whether the union would endorse a presidential candidate in 1988. The convention, however, subsequently adopted a committee report that said the union's executive board should endorse a candidate after considering recommendations from local unions.

The June 22-26 convention in San Diego adopted another committee report calling for a ban on smoking in the workplace "where acceptable by the majority of affected members." But such bans should not be enforced by discipline, the report said.

In other action, the delegates from 55 locals in the United States, Canada and Puerto Rico voted to retain language covering video display terminals in the union's "model contract." □

Veronika Andrasovsky, The Guild Reporter

Delegates line up behind Shiela M. Nason of the Glens Falls, N.Y., unit to address the chair.

NLRB judge rules against Guild in union-dues case

A National Labor Relations Board administrative law judge has ruled that a local of The Newspaper Guild violated the Taft-Hartley Act by seeking the discharge of two employees of The Seattle Times for their failure to pay an assessment as part of their union dues.

The labor agreement between Local 82 and the newspaper contains a so-called "union security" provision that requires membership in the union as a condition of employment. Under the provision, the company must discharge, on request by the Guild, employees who fall behind in dues.

The two employees—advertising department artists—had resigned from the union in 1981 but agreed to comply with the union-security provision by paying to the union the equivalent of "periodic dues," thus becoming what are called "financial core" members rather than "full" members.

The dispute arose in August 1985 when the Guild went from what it refers to as "reduced dues" to "regular" dues. This increase in dues was in effect until February 1986.

The two employees refused to pay the difference on grounds it was a "special assessment" for the union's defense (strike) fund. However, after the Guild said it would request their discharge, they paid the disputed portion of the dues under protest and filed charges with the NLRB.

At issue, said Administrative Law Judge Jerrold H. Shapiro, was whether the difference in amount between the usual monthly dues and the increased dues falls within the meaning of "periodic dues" as that term is used in Taft-Hartley. The act does not allow an employer and a union to condition employment upon the payment of uniform "assessments," he said.

The judge ruled that the increased dues constituted an assessment. He noted that the money from the increased dues was to be used to enable the defense fund to make an interest-free loan of $750,000 to the Guild for buying or building a headquarters building.

Shapiro said the difference between calling the increase "dues" or an "assessment" was "only a matter of semantics." He recommended that the board order the union to refund to the two employees, with interest, the increased dues they paid.

A Guild spokesman said the union will appeal the decision to the board.

(Pacific Northwest Newspaper Guild Local 82 and Johnston, ID[SF]-63-87) □

NLRB hears oral argument on bargaining to an impasse

In a case involving The Blade of Toledo, the National Labor Relations Board heard oral argument July 7 on the extent to which a company can implement its proposals after an impasse in bargaining has been reached.

The case arose in 1982 when The Blade conditioned its assent to a new agreement on Typographical Union No. 63's continued acceptance of a provision that allowed management to bypass the union and offer retirement and separation incentives directly to individual employees with lifetime job guarantees.

The union went to the NLRB, and a complaint was issued against the newspaper.

The NLRB general counsel contended in the oral argument that such a demand emasculates the union's right to represent the workers and that the company should not be allowed to implement the proposal even when the parties are at an impasse.

A lawyer for the union argued that the publisher's proposal would "circumscribe and circumvent" the union's status as exclusive bargaining representative.

A Blade attorney maintained that the job guarantees belonged to the employees, not to the union.

Appearing on behalf of The Blade at the hearing, ANPA Manager/Labor Relations Charles D. Cole said the issues were of "vital interest" to a number of newspapers. He said early-retirement incentives for printers in overstaffed composing rooms were a "recognized method of dealing humanely with people who no longer had a job to perform."

By resisting voluntary separation incentives or transfers, the union "is attempting to preserve a status quo to the detriment of both its members and their employers," Cole said. "The obstinacy of the union is certainly of no benefit to the employees of the Toledo Blade composing room."

(Toledo Blade Co., NLRB Case No. 8-CA-16067) □

Montreal daily publishes without pressmen

The Gazette of Montreal was continuing publication in late July without pressmen, mailers and maintenance workers represented by the Graphic Communications International Union.

In a pre-emptive move against a threatened GCIU strike, Publisher Clark Davey locked out the pressmen and maintenance workers July 10 after the union refused to accept proposals for new scheduling clauses. The mailers, whose contract expires Aug. 14, then refused to cross a pressmen's picket line.

Work usually performed by the approximately 250 locked-out employees was being handled by management personnel. Labor laws in the province of Quebec forbid the hiring of replacement workers.

The labor agreement covering the pressmen expired June 30, 1987.

Personnel represented by The Newspaper Guild, including editorial and advertising employees and delivery truck drivers, continued to work, as did printers represented by the Communications Workers of America.

The company obtained an injunction to limit picketing after a clash between pickets and truck drivers that resulted in the arrest of one GCIU member. □

Chicago Tribune labor dispute is two years old

The two-year mark of a strike against the Chicago Tribune was reached July 18.

The strike by printers, pressmen and mailers was called over new labor agreements. The strikers were replaced by new employees soon after the walkout began.

Negotiations for a settlement continue.

Private mediator W.J. Usery Jr. is attempting to negotiate a settlement of one lawsuit brought by the printers. At issue is whether the Tribune is obligated to rehire all of the printers who made an unconditional offer to return to work [**presstime**, April 1986, p. 66]. The parties have agreed not to discuss his mediation efforts.

Usery, who is a former Secretary of Labor and a former director of the Federal Mediation and Conciliation Service, could not be reached for comment.

Human resources experts urged to seek new ways to attract talent

The heads of two newspaper publishing groups have urged specialists in human resources to find new ways of bringing into the business the most talented and resourceful men and women available.

"We must attract, and keep, people with imagination, skill, knowledge, intelligence and honesty," said Malcolm A. Borg, chairman of Macromedia Inc. of Hackensack, N.J., which owns The Record in that city and The News Tribune of Woodbridge, N.J.

"There are still some newspapers that are having a difficult time acknowledging that it's June 1987," Borg said at the 39th annual conference of the Newspaper Personnel Relations Association June 28-July 1 in Chicago. "They're being pushed into the last part of the 20th century, and they're not looking ahead to the fact the year 2000 is only twelve and a half years away."

"If they don't immediately begin paying attention to the world around them," some newspapers "will be waiting in line to hire people," he said, adding: "Compensation systems must reward performance and innovation."

Also stressing the importance of hiring the best people and paying them accordingly was William Dean Singleton, chairman of the Dallas Times Herald and president of the Dallas-based MediaNews Group, which owns 50 daily and weekly newspapers. For a newspaper to be efficient, he told the 130 registrants, it needs "fewer people, better people and larger paychecks."

At the association's business meeting, A.N. (Nelder) Dawson Jr., director of personnel and employee relations for the Alexandria (La.) Daily Town Talk, was elected president.

Terry T. Travelstead, vice president/personnel of USA Today, Arlington, Va., was elected vice president and president-elect; and John J. Swingle, employee relations manager of The Peoria (Ill.) Journal Star, secretary-treasurer.

"We look at ourselves as a growth organization," Dawson said. "We're looking at expanding into the United Kingdom, while continuing our strong alliance with the Canadian newspapers." One goal of the association, he said, is to "increase the exchange of ideas," including an expanded newsletter that will include a section on training and a section on compensation and benefits.

Dawson also said the association would strengthen the annual NPRA/ANPA personnel workshop by placing more subjects on the program. □

Congress ponders labor bills

BY CLAUDIA M. JAMES AND LESLIE A. BARHYTE

Labor committees in both the House and Senate are considering a host of legislation affecting the workplace. And with Democrats now in control of the Senate, prospects for such legislation have increased significantly.

The following is a review of key workplace proposals currently before the Congress.

Minimum wage. Legislation to raise the minimum wage is a high priority of the AFL-CIO for the 100th Congress. The legislation introduced by Senate and House labor committee chairmen Edward M. Kennedy (D-Mass.) and Augustus F. Hawkins (D-Calif.) would raise the minimum wage in stages from the current $3.35 to $4.65 by 1990. Hearings are under way in both chambers [**pressstime**, May 1987, p. 90].

Although no committee has approved such legislation yet, it is likely that some version will be passed in this Congress.

Plant closings. Both the Senate and House labor committees have approved legislation introduced by Sen. Howard M. Metzenbaum (D-Ohio) and Rep. William D. Ford (D-Mich.) that would require an employer to provide up to 180 days' notice before a plant closing or mass layoff. An applicable closing or layoff is one in which 50 or more people lose their jobs at any site during any 30-day period. Also required under the House bill would be consultation with union officials and disclosure of financial information prior to a closing or layoff.

Similar yet weakened language included in the omnibus trade bill, which passed the Senate July 21, provides for an employer with 100 or more workers to give 60 days' notice of a plant closing or layoff affecting at least one-third of its regular, full-time workforce. Mandatory consultation provisions are not included in the Senate version.

Last year the House narrowly defeated a plant-closing bill [**pressstime**, Feb. 1987, p. 48]. A version of the legislation is likely to be passed this Congress either as part of the trade bill or as a separate measure.

High risk notification. Legislation to require notification and monitoring for employees who are at increased risk of exposure to hazardous substances has been approved by the House labor committee and a Senate labor subcommittee. The Senate labor committee was expected to complete action in late July.

Under the bills, proposed by Metzenbaum and Rep. Joseph Gaydos (D-Pa.), a risk-assessment board, made up of physicians and scientists appointed by the secretary of Health and Human Services, would be set up to identify occupational hazards and workers at risk.

It is likely that some version of legislation increasing the minimum wage will be passed.

The cost of medical monitoring would be borne by the company if some part of the hazardous exposure occurred in the course of a person's current employment with the firm. Otherwise, the employee would bear the cost. Some version of the proposal may pass in this Congress.

Telephone monitoring. Bills that would require employers to use audible warning tones when monitoring workers' telephone conversations [**pressstime**, May 1987, p. 90] have been introduced by Sen. Paul Simon (D-Ill.) and Rep. Don Edwards (D-Calif.). A House subcommittee July 15 held hearings on the bill, which has 133 cosponsors. More hearings may be held. The legislation is supported by the Communications Workers of America.

Polygraph testing. The House Education and Labor Committee has approved legislation introduced by Don Williams (D-Mont.) to prevent private employers from using lie-detector tests to screen job applicants or to investigate current workers. Similar legislation passed the House last Congress and undoubtedly will pass this Congress.

Federal, state and local governments would be exempt, as would be private employers that have defense contracts giving them access to sensitive material. The Senate labor committee held a hearing on the issue in June.

The legislation is given a fair chance for Senate approval.

Health insurance. Companion bills have been introduced by Kennedy and Rep. Henry Waxman (D-Calif.) requiring all employers to enroll their workers and families in health-benefit plans. The bills, supported by labor and many medical organizations, would mandate insurance coverage for all necessary hospital and physician care, diagnostic tests, prenatal and pediatric care, and catastrophic care.

The bills also call for a $3,000 out-of-pocket cap with limitations on deductibles of $250 per person and $500 per family. Employers would be required to pay 80 percent of insurance premiums for people who work at least 17.5 hours per week and 100 percent of the cost for workers who earn less than minimum wage.

Hearings have been held in both the House and Senate, and some form of the legislation may pass this Congress.

Parental leave. Similar bills have been introduced by Sen. Christopher Dodd (D-Conn.) and Rep. Bill Clay (D-Mo.) that would allow employees to take up to 18 weeks of unpaid family leave as a result of the birth or adoption of a child, or a serious illness among offspring (or parent, under the House bill). The bills also would allow up to 26 weeks of unpaid medical leave as the result of a serious health condition and provide that, upon return, employees be entitled to salary, status and benefits equivalent to those before leave was taken.

The House measure has been approved by three subcommittees. Four hearings have been held on the Senate bill.

Despite strong opposition, some version of the bill may pass this Congress. □

James is ANPA assistant general counsel. Barhyte is ANPA legislative assistant.

One seat filled at EEOC; vacancy remains

The U.S. Senate has confirmed Evan J. Kemp Jr. as one of five members of the Equal Employment Opportunity Commission.

A former Securities and Exchange Commission attorney, he replaces William A. Webb. His five-year term expires July 1, 1992.

There is still one vacancy at the commission. Fred W. Alvarez left in June to join the U.S. Department of Labor as an assistant secretary of labor. President Reagan is expected to nominate Joy Cherian, a native of India and the president of the Asian-American Voters Coalition, to fill the vacancy. □

After biggest pressroom test to date, Bakersfield daily says kenaf makes the grade

Kenaf newsprint was used to print the "A" and sports sections of 65,000 copies of The Bakersfield Californian on July 13. Afterward, newspaper production experts had nothing but praise for newsprint's brightness, strength, smooth ink laydown, reduced ink ruboff and crisp color reproduction.

George Cashau, ANPA director/technical research, said the printed product "looked great." Doris E. Kleintop, ANPA technical supervisor/newsprint quality, agreed.

Kleintop said she planned to obtain kenaf newsprint on which to conduct tests for a more detailed evaluation.

Kenaf is a fibrous plant that grows prodigiously in warm climates. ANPA, the U.S. Department of Agriculture and others have been studying the feasibility of making newsprint with it since the 1960s.

The successful Bakersfield test means kenaf is ready to move "out of the research lab and into the commercial arena," said Daniel E. Kugler of USDA's Cooperative State Research Service.

C.A. Thompson, vice president of CIP Forest Products, agreed. He said that even though that pulp and paper company in the coming months will continue to run lab tests for such qualities as strength, brightness and opacity, emphasis has shifted from research to engineering studies for construction of a kenaf mill near Brownsville, Texas, and to securing the financing for the mill [**pressstime**, July 1987, p. 36].

Project backers have said they would like to have the mill operating by 1989 or 1990.

The Bakersfield daily, Agrifuture Inc. of Bakersfield and Charles S. Taylor are partners in Kenaf International, a venture capital company that was formed in 1981 to carry forward kenaf research begun by ANPA and other parties. Taylor has moved from Maryland to McAllen, Texas, in preparation for the mill's planned construction.

The test at The Bakersfield Californian culminated a 17-month joint effort involving KI, USDA and CIP. The kenaf was grown, harvested and baled in Texas. It was pulped at the C.E. Sprout Bauer Mill in Springfield, Ohio. The pulp was turned into newsprint at CIP's Trois-Rivieres mill in Quebec and at the Beloit Corp. mill in Beloit, Wis.

The chief executive officer of the Bakersfield daily, Jerry K. Stanners, said 12 tons of kenaf newsprint were used in the test, and "We were very pleased with the run." A story on page 1 explained to readers that the paper they were holding was something special.

"It looks like standard newsprint but it's much brighter," Stanners said.

Once news broke about the successful press run, Stanners was inundated with telephone calls from various quarters, ranging from publishers of other newspapers to potential investors in kenaf.

USDA put out a press release in which Orville G. Bentley, assistant secretary for science and education, said: "We hope to see kenaf emerge as a major crop across the southern tier of the United States."

U.S. dailies used nearly 9 million metric tons of newsprint in 1986, and demand is expected to grow.

Although the Bakersfield experiment was the first on a large scale, kenaf newsprint has been tested in a newspaper production environment for a decade.

In 1977, several hundred pounds of kenaf newsprint were used to print part of a press run at the Peoria (Ill.) Journal Star. In 1979, six other newspapers—The Yuma (Ariz.) Daily Sun, The Wall Street Journal, The Miami Herald, the St. Petersburg Times, the Nashville Banner and the Pine Bluff (Ark.) Commercial— tested kenaf on their presses.

Kugler, a USDA economist who works to find so-called alternative crops for American farmers, said the earlier tests prove that kenaf newsprint has yet another advantage: Unlike that made with wood pulp, it does not yellow with age.

Kugler has a copy of the Peoria paper from 1977, and he said it looks freshly printed. The botanical and chemical explanation is that wood-fiber newsprint contains lignin, a brownish substance that cements together the cells of wood tissue; its decomposition causes the yellowing.

According to Ralph E. Imhoff, printing plant manager for the St. Petersburg Times, kenaf also offers a public relations bonus. "Now when people come to the newspaper for tours, they ask, 'How many trees went into that roll of newsprint?' Even though the newsprint mills do a good job of reforesting, it's still a concern the average person has. Kenaf is a resource that isn't limited by 30 years of growth."

In late July, the Times, the Houston Chronicle and The Dallas Morning News were scheduled to conduct limited tests using several rolls of kenaf newsprint each.

—Rosalind C. Truitt

Champion hikes price

Champion International Corp. will raise its list price for newsprint to $610 a metric ton Sept. 1. All other newsprint companies previously had announced that price for customers in the eastern United States, effective July 1, or—in the case of Kimberly-Clark Corp.—Aug. 1 [**pressstime**, June 1987, p. 108]. □

Quebec pacts approved; one mill on strike

Two Canadian pulp and paper unions have ratified three-year agreements at four Quebec newsprint mills. But Donohue Normick Ltd.'s Amos, Quebec, mill has been shut down since early July because of a strike by the Canadian Paperworkers Union.

CPU members approved new contracts at the Trois-Rivieres, Grand Mere and Shawinigan mills of Consolidated-Bathurst Inc. The mills had been shut down for 14 days in late June and early July because of a strike.

The fourth new contract, ratified by the Confederation of National Trade Unions, is at St. Raymond Paper Co.'s Quebec mill.

All of the agreements were along the lines of an earlier one at Abitibi-Price Inc., which calls for wage increases of 25 cents an hour in the first year, 45 cents an hour in the second and 4.5 percent in the third.

Elsewhere in Canada, the CPU and the Eastern Canadian Newsprint (bargaining) Group have reached a tentative labor agreement that also is similar to the Abitibi-Price pact.

Another such agreement has been reached at Boise Cascade Canada Ltd.'s Kenora, Ontario, mill.

In the United States, members of the United Paperworkers International Union ratified a new four-year contract at Bowater Southern Paper Co.'s Calhoun, Tenn., newsprint mill. It provides for no wage increases in the first year, 3 percent in each of the second and third years, and 3.5 percent in the fourth.

Another three-year contract was ratified by the UPIU at Inland Empire Paper Co.'s mill in Millwood, Wash. Workers will receive a lump sum of $1,200 in each of the first and second years, and 45 cents an hour in the third. □

U.S. dailies lead six-month increase in consumption

Newsprint consumption by all U.S. users increased 0.6 percent in June and 2.1 percent during the first six months of 1987, compared with year-earlier figures.

U.S. daily newspapers had greater increases in newsprint usage—1.7 percent in June and 3.2 percent for the first half of the year.

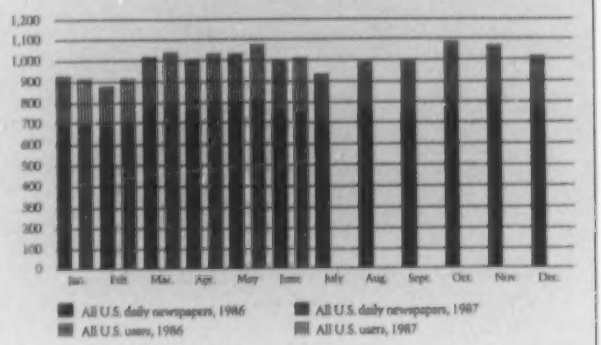
Newsprint inventories for newspapers in ANPA's statistical sample totaled 46 days in June, one day less than a year previously. Stocks at North American mills were 25 percent below June 1986 levels.

Canadian production in June exceeded that of June 1986 by 4.7 percent. U.S. production was up 5.9 percent during the month.

Shipments from Canadian mills increased 6.2 percent in June and 6.6 percent for the first half. The increases for Canadian shipments to the United States were 9 and 6.1 percent, respectively.

Domestic shipments from U.S. mills exceeded last year's by 7.7 percent in June and 4.1 percent during the six-month period.

Estimated newsprint consumption, 1986-1987 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	May 1987(r)	May 1986	% Change
Northeast	214,781	196,711	+ 9.2
North Central	169,831	162,057	+ 4.8
South	249,523	244,488	+ 2.1
West	175,149	166,565	+ 5.2
Circulation Size			
up to 25,000	63,275	51,553	+ 22.7
25,001-100,000	164,032	155,346	+ 5.6
Over 100,000	581,977	562,922	+ 3.4
May totals	809,284	769,821	+ 5.1
Five-month totals	3,765,451	3,636,091	+ 3.6
Region	**June 1987(p)**	**June 1986**	**% Change**
Northeast	200,374	192,682	+ 4.0
North Central	159,125	155,345	+ 2.4
South	225,418	228,646	− 1.4
West	164,703	160,322	+ 2.7
Circulation Size			
up to 25,000	58,346	49,462	+ 18.0
25,001-100,000	153,601	150,771	+ 1.9
Over 100,000	537,673	536,762	+ 0.2
June totals	749,620	736,995	+ 1.7
Six-month totals	4,515,071	4,373,086	+ 3.2

Estimated consumption of all U.S. users

	1987	1986	% Change
April totals	1,031,263(r)	999,777	+ 3.1(r)
May totals	1,073,378(r)	1,034,975	+ 3.7(r)
June totals	1,001,409(p)	995,527	+ 0.6(p)
Six-month totals	5,956,833(p)	5,833,018	+ 2.1(p)

Production

	Canada	U.S.A.	North America
June 1987	806,322	444,287	1,250,609
June 1986	769,981	419,716	1,189,697
Increase	+ 36,341	+ 24,571	+ 60,912
	+ 4.7%	+ 5.9%	+ 5.1%
Six months 1987	4,837,008	2,593,137	7,430,145
Six months 1986	4,574,272	2,532,208	7,106,480
Increase	+ 262,736	+ 60,929	+ 323,665
	+ 5.7%	+ 2.4%	+ 4.6%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1987	620,070	93,079	143,616	856,765
June 1986	568,763	93,457	144,258	806,478
Six months 1987	3,498,732	572,614	769,931	4,841,277
Six months 1986	3,296,684	541,447	702,116	4,540,247
Increase	+ 202,048	+ 31,167	+ 67,815	+ 301,030
	+ 6.1%	+ 5.8%	+ 9.7%	+ 6.6%
From U.S. mills				
June 1987	426,740		24,370	451,110
June 1986	396,091		29,350	425,441
Six months 1987	2,444,373		157,993	2,602,366
Six months 1986	2,347,907		151,040	2,498,947
Increase	+ 96,466		+ 6,953	+ 103,419
	+ 4.1%		+ 4.6%	+ 4.1%
From North American mills				
June 1987	1,046,810	93,079	167,986	1,307,875
June 1986	964,854	93,457	173,608	1,231,919
Six months 1987	5,943,105	572,614	927,924	7,443,643
Six months 1986	5,644,591	541,447	853,156	7,039,194
Increase	+ 298,514	+ 31,167	+ 74,768	+ 404,449
	+ 5.3%	+ 5.8%	+ 8.8%	+ 5.7%

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
April 1987	869,316	35	5
April 1986	889,273	37	6
May 1987	847,549(r)	35(r)	6
May 1986	870,106	37	6
June 1987	876,123(p)	39(p)	7(p)
June 1986	868,923	41	6
Canadian mills			
June 1987	272,935	—	—
June 1986	324,422	—	—
U.S. mills			
June 1987	39,845	—	—
June 1986	89,756	—	—

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Newsprint

3 newsprint projects ready to proceed; others studied

Three newsprint projects have recently been given approval to proceed.

Finlay Forest Industries Ltd. will install a new 216,000-metric-tons-a-year newsprint machine at its Mackenzie, British Columbia, mill. The project will cost $198 million (Canadian), and completion is expected in 1989 [**pressTime**, June 1987, p. 106].

Great Lakes Forest Products Ltd. and five newspaper publishers will construct a newsprint mill at Usk, Wash. The project will have capacity of 180,000 tons annually and will cost $300 million. Completion is expected in 1989 or 1990. Newspaper firms involved are Central Newspapers Inc. of Indianapolis, Kearns-Tribune Corp. of Salt Lake City, McClatchy Newspapers of Sacramento, The Copley Press Inc. of La Jolla, Calif., and Knight-Ridder Inc. of Miami. Ponderay Newsprint Co., a unit of Great Lakes, will build and operate the mill and have a 40-percent interest in it.

Newsprint South Inc. secured financing for construction of a 203,000-metric-tons-a-year mill at Grenada, Miss. Completion of the $320-million mill is expected in 1989.

In other developments:

- Kruger Inc. completed upgrading of one of its newsprint machines at Corner Brook, Newfoundland, at a cost of $21 million. Capacity will increase about 89,000 metric tons a year. It was the third newsprint machine to be rebuilt there since 1984, and rebuilding of another machine is scheduled to be completed next year.
- Alberta's government has asked a consulting firm to determine the feasibility of building a newsprint mill in the province. Paper from the mill would be shipped to the U.S. Midwest and overseas.
- CIP Inc. may install a 200,000-metric-tons-a-year newsprint machine to replace two older machines at its Dalhousie, New Brunswick, mill. □

Smorgon buys FSC

Smorgon Consolidated Industries Pty Ltd. of Melbourne, Australia, acquired FSC Paper Corp. from Interscope Holdings Corp. and Media General Inc. Interscope owned 80 percent and MGI, 20 percent.

FSC, which was put up for sale nearly two years ago, owns a recycling mill for newsprint in Alsip, Ill.

With experience in recycling corrugated materials and in producing linerboard, the new owner intends to operate the Illinois mill with existing personnel. □

Transportation

Canadian rail unions approve strike vote

Members of nine Canadian railway unions have approved a strike against Canadian National Railways and Canadian Pacific Rail.

A strike would be legal seven days after the federal government releases a conciliation commissioner's report on contract negotiations. That means parties could return to the bargaining table—or a rail shutdown could take place—sometime this month [**pressTime**, June 1987, p. 128].

In other labor developments affecting transportation of newsprint and other materials:

- A mediator has been appointed to intervene in stalled contract talks between BC Rail and seven unions in British Columbia. Provincially owned BC Rail is Canada's third-largest railroad. Contracts expired June 30.
- A tentative agreement has been reached between the Seafarers International Union of Canada and ship owners. Union members operate ships on the Great Lakes.
- The Ottawa-based St. Lawrence Seaway Authority is negotiating with the Canadian Brotherhood of Railway Transport and General Workers union on renewal of a contract that expired Dec. 31. Talks have reached the conciliation stage.
- The International Longshoremen's and Warehousemen's union, which covers longshoremen, clerks and foremen on the West Coast of the United States, reached a tentative, three-year contract settlement with shipping management [**pressTime**, Sept. 1984. p. 53]. Industry sources said the agreement provides for no wage increase in the first year and increases totaling 10 percent in the ensuing two years. □

Greyhound agrees to buy Trailways property

Greyhound Lines has contracted to buy $80 million in assets from financially troubled Trailways Lines Inc. Greyhound agreed to buy some Trailways buses, terminals and garages, and to operate some Trailways routes.

Greyhound said the Trailways name will be retained. The firm vowed to maintain service for at least one year to communities served by either carrier that have no other bus service [**pressTime**, March 1987, p. 73].

The U.S. Justice Department recently approved the acquisition, saying it satisfies requirements of the "failing company" doctrine and therefore would not violate antitrust laws. Approval by the Interstate Commerce Commission is pending. □

Federal driver's license law takes effect

Commerical driver's licenses will be suspended for driving under the influence of alcohol, leaving the scene of an accident or use of a vehicle in a felony under new federal regulations that took effect July 1.

The new rules are part of the Commercial Motor Vehicle Safety Act of 1986 that established a federal commercial driver's license replacing state commercial licenses. Some drivers held numerous state licenses.

Covered are operators of commercial vehicles weighing at least 26,000 pounds, vehicles designed to carry at least 15 passengers and vehicles that transport certain hazardous materials. The Federal Highway Administration will enforce the regulations until individual states adopt their own enforcement statutes or regulations, the U.S. Department of Transportation said.

New regulations also require drivers to notify their home state and employer of driving violations and license suspensions, and to provide to a prospective employer a history of any commercial driving experience in the previous 10 years. □

TRANSPORTATION NOTES

- The Interstate Commerce Commission denied a petition to reopen proceedings on the merger of the **Atchison, Topeka and Santa Fe Railway Co.** and the **Southern Pacific Transportation Co.**. The ICC had rejected the merger last fall [**pressTime**, Nov. 1986, p. 72].

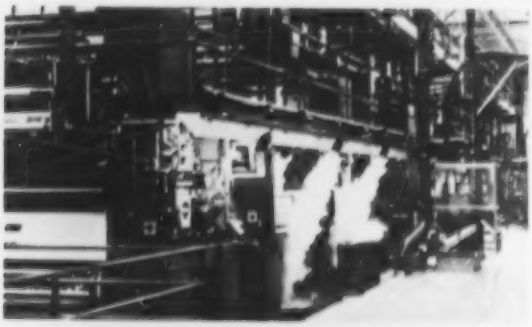
  The commission also ordered the parent company, Santa Fe Southern Pacific Corp., to get rid of one or both of the railroads. A divestiture plan must be filed by October.

- The American Automobile Association has released the **1987 Digest of Motor Laws** for the United States and Canada.

  Copies of the summary of state and provincial laws are available for $6 each from most AAA clubs.

Protect your pressroom from fire

Let Chemetron show you how to reduce the risk



This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

Multiple hazards, the potential for serious loss

There are a number of areas in printing plants which are potential sources of fire, such as ink and paper storage areas, composing rooms and the bindery. But perhaps nowhere else in the printing plant is the potential for fire greater, and the result more crippling, than in the pressroom, the heart of the newspaper operation.

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Cheaper ink can cost more

The old saying, "You get what you pay for," can be applied to newspapers that try to save money by purchasing color inks that do not meet ANPA's suggested standards.

Charles R. Blevins, chairman of the Association's Quality Evaluation Task Force, said many newspapers practice false economy by purchasing cheaper inks, which in many cases are made less expensive through a reduction in pigment strength. Pigment gives ink color and other optical properties like opacity or transparency, and it is the most expensive component of the ink.

Offset inks, in particular, must have strong color because the ink is transferred from the plate to blanket and then to newsprint.

"I don't know how widespread the problem is, but it happens often enough that it affects all newspapers working to win over national advertisers," said Blevins, vice president/production for Gannett Co. That goes for newspapers with advertisers such as Sears and K mart that some papers might regard as local accounts, he said.

"We (the task force) are trying so hard to generate (advertising) agency business for newspapers, but the advertisers say, 'We know the reproduction will look fine in USA Today or in the Chicago Tribune, but there are so many other people out there who can't produce the same quality.' Everyone loses out when the agencies think that way," he added.

Blevins noted that his task force and the full ANPA Technical Committee have produced a series of reference books aimed at improving the printing quality of newspapers.

The latest to be published, Volume 7 of the ANPA *ROP Newspaper Color Ink Book*, contains ink standards for the newspaper industry [presstime, July 1987, p. 82]. Advertisers have copies and are using them in preparing process-color ads.

But when ads are printed by a newspaper using inks with less pigment strength, he said, "The advertisers may not know exactly why, but they know the advertisements just don't look right."

Those same advertisers might look elsewhere the next time they have a message for customers, Blevins said.

The cheap-ink problem was addressed at an ANPA/TEC '87 workshop in Las Vegas in June. William D. Rinehart, ANPA vice president/technical, observed: "There are newspapers that spend tens of millions of dollars on process color units. They have spent considerable amounts on electronic color separation equipment. Yet some of these newspapers are printing fair to poor color reproduction."

The problem, he said, is that when management passes the word to cut costs, production departments often decide to buy less expensive inks.

But Rinehart and Blevins said cheaper inks often cost more in the long run because press operators tend to apply more ink to compensate for faded colors—and reproduction is still substandard.

In addition, "Using more ink means more ruboff," Blevins said.

ANPA-member newspapers that want to have their inks tested for pigment strength or other properties should send samples to the Technical Services Department at The Newspaper Center in Reston, Va. □

Margaret G. Carter

Russel A. Shook, ANPA ink technician, uses the Association's new computer and spectrophotometer to test color ink samples submitted by ink companies for compliance with shade and strength standards contained in ANPA's just-published *ROP Newspaper Color Ink Book* [presstime, July 1987, p. 82]. Previously, these tests were done by the human eye. Now, ink companies receive reports indicating the amount their sample deviates from the standards.

St. Pete Times first to test color anilox

The St. Petersburg Times has begun testing a keyless color offset system developed by the Graphic Systems Division of Rockwell International.

The Times is the first newspaper to test color anilox offset printing [presstime, Nov. 1986, p. 60]. Black-and-white anilox offset printing has been tested at The New York Times and The Commercial Appeal in Memphis.

Limited press runs were made in July, and the results were encouraging, said Ralph E. Imhoff, printing plant manager for the Florida newspaper. He said the color reproduction was good, and the amount of newsprint waste was significantly reduced compared with the newspaper's conventional offset printing.

More extensive production testing of keyless color offset is expected to begin early this month.

In late July, the Times was waiting for some parts to arrive so that equipment conversions could be completed.

Two units of a Goss Metroliner press are being converted to keyless inking, and Imhoff said when the tests are fully under way, the paper expects to print eight to 16 pages daily with them.

The next round of tests is scheduled to last for 10 weeks.

ANPA developed a keyless inking system for letterpress that paved the way for flexographic newspaper printing. ANPA researchers also developed the keyless offset process. □

Participants in desktop-publishing conference urged to exchange information

Publishers and editors of small-circulation daily and weekly newspapers should research desktop-publishing technology and exchange information with their peers as much as possible.

That was one of the major messages delivered to attendees of the National Newspaper Association's first Desktop Publishing Conference in Dallas in July.

The conference offered publishers and editors a chance to exchange tips on software applications and to discuss the larger issues represented by the technology.

Several participants observed that systems, which use uncomplicated personal computers and laser printers, could be a mixed blessing. They can make it possible for newspapers to save money compared with the costs of conventional front-end systems and phototypesetters, but they also might spark competition for newspapers in some markets.

"It would be very easy for someone to buy $10,000 worth of equipment, put out a shopper and move into your market," noted Don Comedy, publisher of the weekly Haskell (Texas) Free Press. "Not only that, but they could put out a publication that looks better than yours does. It's important for newspapers to understand how this technology works, because it can make them as strong as possible in their own markets."

Comedy said his Apple Macintosh desktop-publishing system, which has been in place for about 16 months, not only is saving money but also has made his employees more productive.

For example, he publishes special sections on an annual basis and says advertisers often place the same basic ad with a few minor changes. Rather than starting from scratch in composing the ad, employees at the Free Press take out the computer disk on which the information has been stored and with a few keystrokes make the updates the advertisers want.

"We're thrilled with the system" he said. "In fact, it's so easy, I have my nine year-old daughter setting ads."

Comedy and James C. Whelpton, publisher of The Bulletin Times, a weekly in Bolliver, Tenn., spoke at a session designed to answer specific questions about setting up a desktop system.

"I think the biggest problem the newspaper industry has is that publishers are talking to computer people who generally know nothing of the needs of publishers," Whelpton said. "Publishers need to become knowledgeable so they can relate their problems to computer people. Computer people need to learn more about how newspapers operate, too."

In his case, he learned a lot of what the equipment could do by "hit and miss. For that reason, it is important for people to share tips on how they accomplish various tasks."

Concerning the need for more industry-

Resolving the question about type resolution

Although some people in the newspaper business question the quality of the type in desktop publishing, ANPA Vice President/Technical William D. Rinehart thinks the matter is a non-issue.

Until earlier this year, 300-dots-per-inch resolution was fairly standard for laser printers that typeset on plain paper. A few companies have introduced 400 dpi printers, and two now offer 600 dpi. (Phototypesetters have resolution of 1,200 or more dots per inch.)

Most desktop publishing users still have 300 dpi printers, though, and Rinehart said he believes readers can be happy with that level of resolution.

Rinehart noted that this degree of resolution is similar to that of the rotogravure process, which is used to print color advertising preprints, Sunday magazines and postage stamps. Rotogravure-produced typefaces have the same serrated or ragged edges that laser printers produce, he said.

"One of the adverse comments most often heard (about desktop publishing) is that the type is not perfect," Rinehart said. However, when comparing copy from a laser printer with rotogravure

across the sky. By late Novemb would not rise at all. When it rea late January, it would shine on a l fates and soot that would rer spring storms flushed them out.

Eight nations touch the Arctic ed States, the Soviet Union, Ca land, Iceland, Norway, Swe Denmark (Greenland). Who sc

National Geographic type

For some months now, fans of Apple's Macintosh have been able to point out a limitation of the IBM PC and compatibles: Desktop publishing, which is the personal computer rage this year, was the sole province of the Macintosh.

Because the Mac is built around a highpowered chip and uses a

Laser-printer 300-dpi type

type from National Geographic magazine (see samples above), "One will see that the National Geographic-reproduced type has the same ragged edge as the desktop (type)," he said. "National Geographic, of course, uses high-quality typesetting machines, but they use rotogravure to print the magazine."

Rotogravure printing involves "etching the cylinder with all its type at about 300 lines per inch, resulting in a type that appears to the reader about the same as the desktop (type)," Rinehart said. "We have yet to hear one person criticize the type in the National Geographic, which is considered to be one of the finest (magazines) in the world."

ANPA has begun conducting research into desktop publishing in hopes that software better suited for specific newspaper industry needs can be developed (**presstime**, July 1987, p. 84). Rinehart said ANPA researchers also are exploring "how the laser printer might be married to electronic photography to generate halftone pictures as well as other applications that could be useful to newspapers."

specific equipment, both publishers acknowledged they cannot use their Macintoshes to do full pagination, but neither felt that is a major handicap. Nor did Comedy or Whelpton have any problems with the typesetting resolution they currently receive from their laser printers.

"No one has noticed a difference in our product since we switched to the laser printer," Whelpton said. "I've been happy with the resolution.

Generally, the two publishers agreed with the consensus view that desktop publishing has been a boon for smaller publications [**presstime**, March 1987, p. 22].

"It's the first time in a long, long time that something has come along that clearly benefits smaller newspapers. That's why it's taken off so quickly," Whelpton said.

However, some skepticism was expressed at the conference, too.

One speaker, Dana Sohr, said afterward, "I believe desktop publishing has been oversold to newspapers." Most of the products associated with it were not designed specifically for newspapers and do not take into consideration the complexities of newspaper publishing, he said. Sohr, who owns Technical Communications Inc. of Silver Spring, Md., that prepares instructional computer documents, also writes a computer column for NNA's Publishers' Auxiliary newspaper.

Joanna Buckley, NNA's director of membership services, said 120 newspaper people and 15 vendors attended. □

Apple Macintosh and LaserWriter can produce graphics quickly.

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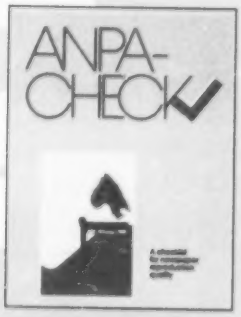

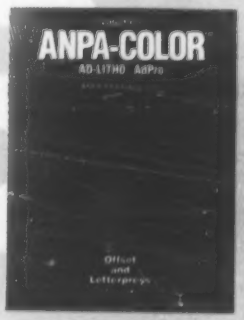

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The **Guide to Quality Newspaper Reproduction** is 55 pages packed with color and B&W illustrations to help your advertisers prepare materials that produce the highest quality reproduction. (Cost: $5)

ANPA-Check is a checklist designed to help newspaper executives and production people increase quality awareness and identify quality reproduction problem areas. (Cost: $5)

The newest edition of **ANPA Color™ AD-LITHO™/AdPro® ROP Newspaper Color Ink Book** includes run-of-paper colors for both offset and letterpress, replacing Volumes 2 and 6. Exact samples of 50 colors aid communication and help maintain quality control. (Cost: $50)

Order your copies of these publications by calling (703) 648-1210 or writing to: ANPA Technical Services Department, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

Camex terminals help win back food advertiser

Executives at The Virginian-Pilot and The Ledger-Star of Norfolk were understandably dismayed when Star Food Markets, one of their top advertisers, decided to forego newspaper advertising and use Advo-System Inc.

So they fought back, with a big assist from new technology, and saved the account.

According to Donald H. Patterson, vice president/production director, the newspapers found Camex Breeze terminals an effective weapon against the direct-mail company that competes with newspapers for advertising business [**presstime**, July 1987, p. 44].

The Norfolk dailies demonstrated to Star Food how the terminals could be used to compose the text and graphics for the grocery store's six-page tabloid. The papers emphasized that with the ad-layout terminals, they could offer the supermarket later deadlines for price changes and could provide proofs of the advertisements overnight, Patterson said.

"The key is that we could handle their ads on short notice and still remain competitive," he said. "We're not doing any of this at the expense of our other advertisers."

With the equipment, Patterson said, artwork is scanned quickly and formats are easily created. Ads are stored in the terminal's memory so that if the customer wants to rerun it with a minimum of changes, that can be done expeditiously.

The Norfolk newspapers have been using the Camex Breeze terminals since the fall of 1985. Patterson said the decision to buy Camex was based on the belief that the company was the "furthest along" in graphics capability.

The equipment has received periodic upgrades, and employees have become more adept at using it, Patterson said. The terminals are now being used for all of the Norfolk dailies' run-of-paper display advertising. □

Press symposium set for October

ANPA will sponsor a symposium, Pressroom Options IV, Oct. 19-21 at the Hyatt Regency O'Hare in Chicago. Offset, flexographic and letterpress equipment and materials will be discussed.

Program information will be mailed to ANPA-member newspapers this month. □

TECHNOLOGY NOTES

• Rockwell International's Graphics Systems Division will **more than double its manufacturing facilities** in Cedar Rapids, Iowa. The company purchased a 320,000-square-foot building and 30 acres of land from FMC Corp. and will make some structural changes, including raising a roof so that four-story Colorliner offset presses may be erected.

The facilities will be used for the assembly and storage of Goss printing products.

• AM International Inc., a company that sells graphics-related equipment to the newspaper industry through various divisions, announced recently it will **sell its Varityper division.**

Earlier this year Varityper introduced a 600-dots-per-inch laser printer designed for those needing higher resolution printing for "desktop publishing."

• The Providence Journal and Bulletin have begun receiving **bulk shipments of flexographic ink**, the first newspapers to do so.

The first six units of the Rhode Island dailies' 18-unit Windmoeller and Hoelscher press have been installed, and if installation continues on schedule by June 1988 the newspapers will become the first in the United States to be printed completely by the flexo process.

• 3M has **consolidated its Printing Products and Graphic Preparation Systems divisions** into the Printing and Publishing Systems Division.

Products manufactured by the new unit include presensitized offset printing plates and proofing paper. No significant personnel layoffs are planned, the company said.

TECHNOLOGY CALENDAR

• **Art-X '87,** computer graphics seminars and trade show, will be Aug. 12-14 at the Washington Hilton in Washington, D.C.

• The annual meeting of the **International Newspaper Group,** formerly the International Newspaper Conversion Group, will be Sept. 9-11 at the Marriott Desert Springs Resort, Palm Desert, Calif.

• The **Seybold Seminars' Desktop Publishing Conference** will be Sept. 9-12 at the Santa Clara (Calif.) Convention Center.

• **Impact 1987: Technology on the Move,** the annual conference of the New England Newspaper Operation Association, will be Sept. 17-20 at Killington Village in Killington, Vt.

• A Graphic Arts Technical Foundation seminar, **Color Reproduction: How Color is Perceived from Transparency to Press Production**, will be Oct. 24 at the Stouffer Concourse Hotel in Arlington, Va.

• The annual **Western Newspaper Production Conference** will be Sept. 24-26 at the Westin Bayshore Hotel in Vancouver, British Columbia.

• **Composition Technologies,** a typography seminar, will be Nov. 9-10 at the Key Bridge Marriott in Arlington, Va.

• **Graph Expo '87** will be Nov. 15-18 at McCormick Place in Chicago.

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Worst is over for some papers in depressed oil states

Newspapers in areas hit by the depressed oil industry are continuing cost-cutting programs, including reductions in the workforce. But it appears the worst is over.

Carol H. Green, vice president for human resources and legal affairs at The Denver Post, said that paper is reaching its goal of reducing 200 positions by the end of the summer. She said 157 employees have accepted early-retirement bonuses offered to about 800 employees, including managers. As a result, there will be no need for layoffs.

William W. Fletcher, president and general manager of the Rocky Mountain News in Denver, said his paper is being "selective" in replacing anyone who leaves. "We were pretty lean to begin with," he said.

Earlier this year, both Dallas dailies made cutbacks. The Dallas Morning News reduced its non-editorial staff by 68 full-time and 26 part-time people. Most of the reductions were in the production area. The Dallas Times Herald reduced its staff by 47 employees, none in the newsroom.

The Fort Worth Star-Telegram has not had to lay off employees, but hiring and salary freezes are in effect.

At the same time, the two dailies in Houston report an increase in business [presstime, July 1986, p. 85]. "The economy in Houston is starting to turn up," said Elmer C. May, employee relations director of The Houston Post. "Advertising has been up for six consecutive weeks. We're running well ahead of levels a year ago." The Post has been operating on an "attrition basis" to reduce non-newsroom staff, May said.

During a 12-month period ending last March, the Houston Chronicle reduced its payroll by 184 employees, including those who left through two early retirement plans, said Lainie Gordon, public relations coordinator. There are "good economic signs" in Houston, she said. "Retail advertising is up from a year ago."

Encouraging reports also are coming from Oklahoma. Ben Blackstock, executive vice president of the Oklahoma Press Association, said newspaper advertising linage there began climbing during the spring for the first time since 1985. "The best news is that the price of oil has gone up and passed the $20-a-barrel mark," he said. As a result, there is an increase in drilling activity. □

Planes carrying newspapers crash

Three pilots have been killed in recent months when their small planes being used to carry newspapers crashed.

The latest incident occurred July 20 near Midway Airport in Chicago when a twin-engine Cessna 402 apparently lost power in one engine, glanced off a house and hit two garages. The pilot was the only person aboard. According to press reports, he was taking newspapers to Kansas City.

That accident bore a strong resemblance to one last Sept. 28 in which a pilot was killed when his plane experienced engine trouble near Midway Airport and crashed into a house.

On June 26, a twin-engine Piper Seneca crashed in Boston's Dorchester section, destroying three homes. The pilot was killed. □

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Pentagon press pool activated for tanker escort

The first activation of a press pool for an actual military mission was carried out in secrecy July 18. The Pentagon flew 10 journalists to the Gulf of Oman to board Navy warships that were about to escort oil tankers through the Persian Gulf to Kuwait.

The pool was flown from Andrews Air Force Base near Washington, D.C., to Fujairah in the United Arab Emirates after a stop in West Germany.

There were two newspaper reporters in the pool, one from Knight-Ridder Inc.'s Washington bureau and the other from The Washington Times. A rotating list of 24 newspaper companies determines which will participate.

Other pool members were reporters from the Associated Press, Time magazine and ABC radio; photographers from United Press International and Time; and a television crew from Cable News Network.

Although the test was a success in terms of secrecy, at least one formal protest was lodged with the Pentagon after pool members began filing stories. Clark Hoyt, Knight-Ridder Washington bureau chief, complained in a July 22 letter to Robert B. Sims, assistant secretary of defense for public affairs, of Pentagon delays in transmitting pool reports.

Replying in a July 23 letter, Sims took "vigorous exception" to the complaint. He said the purpose of the pool was not to ensure that it reports the news first, but to ensure that news representatives are present for operations where there would otherwise be no independent, on-the-scene reporting. He said almost all pool reports were released promptly on receipt at the Pentagon. All that were held contained precise details about future operations.

For the purpose of improving pool procedures, Sims said he plans to have a meeting of bureau chiefs. It was the seventh time a pool has been activated, but the first six exercises were tests [presstime, March 1987, p. 78]. The pool concept arose from the government's refusal to allow reporters to accompany troops on the 1983 Grenada invasion. □

Recent acquisitions

Greater Media Inc. of East Brunswick, N.J., acquired The Register of Shrewsbury, N.J., daily circulation 21,000.

The New York Times Co. is acquiring the Gwinnett Daily News of Lawrenceville, Ga., circulation 27,436. □

Horvitz to sell to Ingersoll

The Horvitz family has agreed to sell its five newspapers to Ingersoll Publications Co. Publisher Harry R. Horvitz said the transaction will be completed Aug. 31. He would not disclose the purchase price.

Horvitz said he would remain "in some sort of consulting capacity" for the dailies—four in Ohio and one in New York. They have a combined daily circulation of 225,000.

The family also agreed to sell its nine cable television franchises to Adelphia Communications Corp. for $222 million.

The Horvitz family trust is liquidating its $700-million empire, which includes real estate and a construction company, under a probate-court order arising from ongoing disagreements among the three sons of late founder Samuel A. Horvitz [presstime, July 1987, p. 86].

In other business news concerning newspapers:

• Another family-owned newspaper group, citing problems other families have experienced in keeping their businesses intact, said it may sell some shares to the public in order to preserve family control. **McClatchy Newspapers** President C.K. McClatchy and other family members said in a letter to employees that going public would result in "the best hope of preserving our newspapers' independence and integrity in the years ahead."

McClatchy officials would not comment beyond the letter.

McClatchy would become the 18th public newspaper company. The last to go public was Pulitzer Publishing Co. [presstime, Dec. 1986, p. 78].

BUSINESS ROUND-UP

• **The Minneapolis Star and Tribune** said it will make a big push into the St. Paul market Aug. 31 by becoming a "metro-wide newspaper for the Twin Cities." It will change its name to Star Tribune: Newspaper of the Twin Cities and begin publishing a daily St. Paul edition. "The Twin Cities has really become one metro area," said Publisher and President Roger Parkinson.

John T. Henry, president and publisher of the St. Paul Pioneer Press and Dispatch, said newspaper competition in the Twin Cities area "has been stepping up, particularly over the last three to four years." His Knight-Ridder Inc. paper has its own long-range plans, he said, and "certainly will be aggressive" in carrying them out.

• **Torstar Corp.** of Toronto said it is interested in spending "several hundred million dollars" to buy non-newspaper publishing companies in the United States. The firm said it does not believe foreign concerns should own newspapers in Canada and therefore does not believe it should own newspapers in the United States. Torstar properties include The Toronto Star. □

Changes in command

Suburban Newspapers of America, at its summer management conference June 24-26 in San Francisco, elected the following new officers:

• *President*—Stephen F. Rose, Sun Publications, Overland Park, Kan.

• *First Vice President*—Lewis Fisher, Fisher Publications Inc., San Antonio

• *Second Vice President*—Christopher Larsen, Imprint Inc., West Hartford, Conn.

• *Secretary*—Charles A. Lyons, Chesapeake Publishing Corp., Easton, Md.

• *Treasurer*—Roger Miles, MPG Communications, Plymouth, Mass.

National Newspaper Publishers Association, at its convention June 17-20 in Detroit, elected the following new officers:

• *President*—Patricia O'Flynn-Thomas, Milwaukee Community Journal

• *First Vice President*—Levi Henry, Westside Gazette, Fort Lauderdale

• *Second Vice President*—Thomas H. Watkins, New York Daily Challenge

• *Treasurer*—Waverly L. Easley, Philadelphia Tribune

Investigative Reporters and Editors, at its annual convention June 18-21 in Phoenix, elected the following new officers:

• *President*—Mary Hargrove, The Tulsa Tribune

• *Vice President*—Mike Grim, The Palm Beach Post, West Palm Beach, Fla.

• *Treasurer*—Frederic Tulsky, The Philadelphia Inquirer

The **International Newspaper Marketing Association**, at its annual convention May 17-20 in Toronto, elected the following new officers:

• *President*—David Teague, P. Bailey Foreman Ltd., Great Britain

• *President-elect*—E. Russell Donnelly, Worcester (Mass.) Telegram and Gazette

• *Vice-President*—Milo W. Sutton, Los Angeles Times

• *Treasurer*—Crawford Carroll, Times-Picayune, New Orleans. □

Promotion spending on the rise

Newspapers' promotion budgets apparently benefited last year from increased newspaper revenues.

As revenues rose, expenditures for promotion more than doubled, according to the 1987 Newspaper Promotions Operations Survey conducted by the International Newspaper Marketing Association. Responses were received from 249 of 679 INMA-member newspapers asked to participate in the third annual survey.

The survey found that an average of 1.42 percent of gross revenue was allocated for promotion. The most dramatic increases in spending were: by papers under 50,000 circulation, for promotional advertising; by papers of 100,000-200,000 circulation, for research; by those over 200,000, for community service efforts.

The report is available for $75 to survey participants and for $150 to other newspapers. Contact INMA, The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va. 22091. □

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ANPA *Calendar*

AUGUST

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 3-7

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 17-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 24-28

ANPA Executive Committee meeting
ANPA Office, National Press Building, Washington, D.C., Aug. 25

Libel Conference and Training Sessions sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Westin Hotel Tabor Center, Denver, Aug. 27-28

ANPA Foundation Literacy Creators Workshop
Xerox Training Center, Leesburg, Va., Aug. 30-Sept. 2

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 28-29

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Premiere, Tysons Corner, Va., Oct. 6-7

ANPA Foundation NIE Instructor Training Seminar
Xerox Training Center, Leesburg, Va., Oct. 6-9

ANPA Foundation Minority Programs Advisory Group meeting
The Newspaper Center, Reston, Va., Oct. 7

ANPA Legal Affairs Committee meeting
The Baltimore Sun, Oct. 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Baltimore, Oct. 8-9

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., Oct. 14-15

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Frontenac, Quebec City, Oct. 15-16

ANPA

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Letters

Correcting the corrections report

In your excellent June 1987 article on newspaper corrections, there is, unfortunately, an error. I will take the blame for it and hope, for your other readers' sakes, that you will correct it.

In your recounting of our Gannett Center for Media Studies survey on corrections, you note (p. 67) that the "one-eyebrow-raiser [was] that more errors were committed by copy editors than by the reporters who wrote the stories." And that is indeed what our Gannett Center Working Paper says (p. 10). Of corrections that could be classified by error source (about 60 percent could not), we said, "about 33 percent attributed the errors to reporters, and 50 percent attributed them to copy editors." But this is wrong, as Table 3-B on the same page of our report shows. The error was a copy editing error on our part at the Gannett Center. What the copy originally said was, "Papers attribute about three of four errors to themselves, with about a third of all errors attributed to reporting errors and about half that number to copy editing." In other words, reporters are responsible for twice as many errors as copy editors.

I regret the error and, of course, will blame it on my copy editor.

D. Charles Whitney
Research associate professor
Institute of Communications Research
University of Illinois at Champaign-Urbana
(Research coordinator, Gannett Center for Media Studies, Columbia University, 1985-1986)

Paying for performance

I read with some interest "Pay-for-performance system embodied in Guild contract," which appeared on page 95 of your May issue.

That article says, "A new labor agreement negotiated between Local 82 of The Newspaper Guild and The Seattle Times contains a pay-for-performance system for the first time in a Guild contract."

You might be interested to know that The Sacramento Bee has had a pay-for-performance system in its contract ratified by The Newspaper Guild in December of 1984. Performance reviews have been the basis for Guild increases at the Bee for more than two years now.

Fuller A. Cowell
Operations director
The Sacramento Bee

Editor's note: The Sacramento Bee contract that Cowell refers to also contains a general wage increase. There are several such contracts in the newspaper business. The *presstime* story should have specified that the Seattle Guild contract was the first such pact that established for one group of employees a pay-for-performance system alone, with no other general wage increase. *Presstime* regrets the error.

Defending UNESCO

No wonder the U.S. press establishment is blasting away already at a new study to be made of a possible "disinformation" campaign directed against UNESCO by the American media (February, p. 43). This one will be carried out by the Media Analysis Institute of New York, and even before it is very much under way Dana Bullen of the World Press Freedom Committee is quoted in the *presstime* piece as wondering if "a cheap shot against the press is in the making that will add no luster to UNESCO's image."

If I were the U.S. press establishment, I would be nervous, too, because every other study made of American media treatment of UNESCO has had UNESCO come off as the innocent maiden and the U.S. press as the leering, evil villain. To say that these studies added "no luster" to the American press' image is a classic understatement. . . .

The time of this writing is rather late in the game for such old-fashioned, outdated UNESCO-thrashing. . . .

Joseph A. Mehan
Acting dirctor, UNESCO Liaison Office
at the United Nations
Chief, public information-USA
New York, N.Y.

Clarifying classifieds

Your article on classified (Special Report, April) was very professionally done! You obviously talked to a lot of people and did a lot of research, so all of that hard work produced an excellent article with a clear picture of this vital part of the newspaper industry. I just hope that the next time you do such an article that I can be one of those talking about how "good" business is.

Jim Conner
Manager, classified advertising
Morning Advocate and State-Times
Baton Rouge

ANPA News

New members

North Jersey Advance
Flanders, N.J. (circulation 9,500). James A. Wells, publisher.

The News
Paterson, N.J. (circulation 45,021). Anthony J. Calianese, publisher.

The Vista Press
Vista, Calif. (circulation 5,019). Gerald Rusca, publisher.

Peninsula Daily News
Port Angeles, Wash. (circulation 12,214). Frank Ducceschi, publisher.

ARTESIA DAILY PRESS
Artesia, N.M. (circulation 3,900). Gary D. Scott, publisher.

LA NACION
San Jose, Costa Rica (circulation 85,000). Manuel Jimenez Borbon, publisher.

THE CHRONICLE
of Higher Education
Washington, D.C. (circulation 76,000). John A. Crowl, publisher.

THE KATY TIMES
Hartman Newspapers, Rosenberg, Texas, a group of six weeklies which also includes the Alvin Sun, Anahuac Progress, La Porte Bayshore Sun, Liberty Vindicator and Missouri City Mirror (combined circulation 32,525). Clyde C. King Jr., executive vice president.

Round Rock Leader
Round Rock, Texas (circulation 5,385). Ken Long, publisher.

Herald Coaster
Rosenberg, Texas (circulation 7,947). Clyde C. King Jr., associate publisher.

over-set

Newspaper numbers

582—average number of dollars paid weekly as a top minimum to experienced reporters in the United States as of May 1, 1987, according to 123 labor agreements on file at ANPA.

37—number of schools of journalism or mass communications in Africa.

587—number of newspapers currently carrying the Sunday magazines Parade (310) or USA Weekend (277).

Smear tactic

In a brief editorial June 23, The Globe and Mail in Toronto poked fun at an ad offering a number of unusual items for sale, including "newspaper reading gloves."

Some readers did not find the idea so outrageous, however. Their letters to the editor included this published response:

"I little thought when the kids had flown

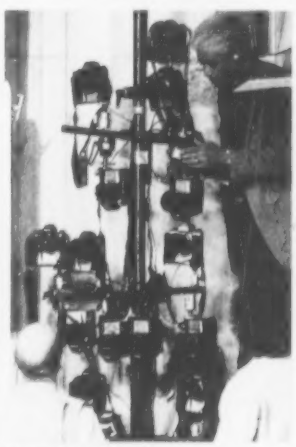
"The nest, and we two were left alone

"I'd still be faced with the daily chores

"Of wiping fingerprints from the doors;

"But nothing's changed and I'm still a nag—

"The Globe and Mail is a filthy rag."



Kevin F. Gilbert, The Washington Times

More than 30 still photographers mounted their cameras on several metal "trees" set up to capture Lt. Col. Oliver North's swearing-in at the Iran-contra hearings.

Fraser Hale, St. Petersburg Times

Sounds corny, but cabbage works better than squash

Squash, grapefruit and oranges didn't work, but cabbages do. So now when the St. Petersburg Times is in a rush to get film back to the plant and highways are congested, the paper makes an "air drop" from a helicopter with the film cushioned in a bag of cabbage.

Every month or so the Times charters a chopper for a drop. Because the paper has no heliport or ground landing area, and with county zoning laws prohibiting landing on top of a building, the film is placed in a shipping bag with the cabbage, and the whole thing is dropped from the helicopter hovering about 30 or 40 feet above the Times' roof.

"The problem was finding something that would bring the package to the roof," says Jack Belich, news photo editor (at right in photo with lab technician Ken Helle).

"We . . . needed something to weigh it down and cushion it. We tried butternut squash. We tried grapefruit and oranges. But they would split and get juice all over. . . . Cabbage gives just the right consistency," Belich said.

Summertime heat for third-class mail

Advertising mail, sometimes known as "junk mail," has taken a bit of a trashing from two sources this summer: an exasperated judge and a playful humor columnist.

Judge Donald King of the California Court of Appeal gave his stamp of disapproval in a court opinion echoing some ANPA concerns on bulk, third-class postage rates. "Insult is added to injury," he said, "when one realizes that individual citizens must pay first class postage rates to send their mail, while junk mail, for reasons apparent only to Congress and the United States Postal Service, is sent at less than one-half of that rate."

His views notwithstanding, King and two other judges on an appeals panel upheld dismissal of what the court called a frivolous $15-million lawsuit against an allegedly misleading subscription solicitation from Time Inc.

Meanwhile, the direct-mail industry was tweaked by humorist Calvin Trillin who proffered his disdain for "those subscription cards that are always falling out of magazines." In typical Trillin fashion, he suggested in a syndicated newspaper column that readers send the postage-paid cards back to the magazines—not with a purchase order but with the message, "Keep up the good work, circulation fulfillment people."

There are no data on how many people have acted on Trillin's whimsy. But Denison Hatch, editor/publisher of *Who's Mailing What?*, a newsletter on third-class mail, claimed Trillin has cost some direct-mail users a significant amount of money.

Aftermath of a storm

The forecast for Saturday, July 11, in the Nation's Capital was afternoon thunderstorms followed by irony.

Readers the next day found a big hole in their newspaper's weather report. A small box explained: "Because a storm knocked out computer systems at The Washington Post last night, we were unable to provide a complete weather report."

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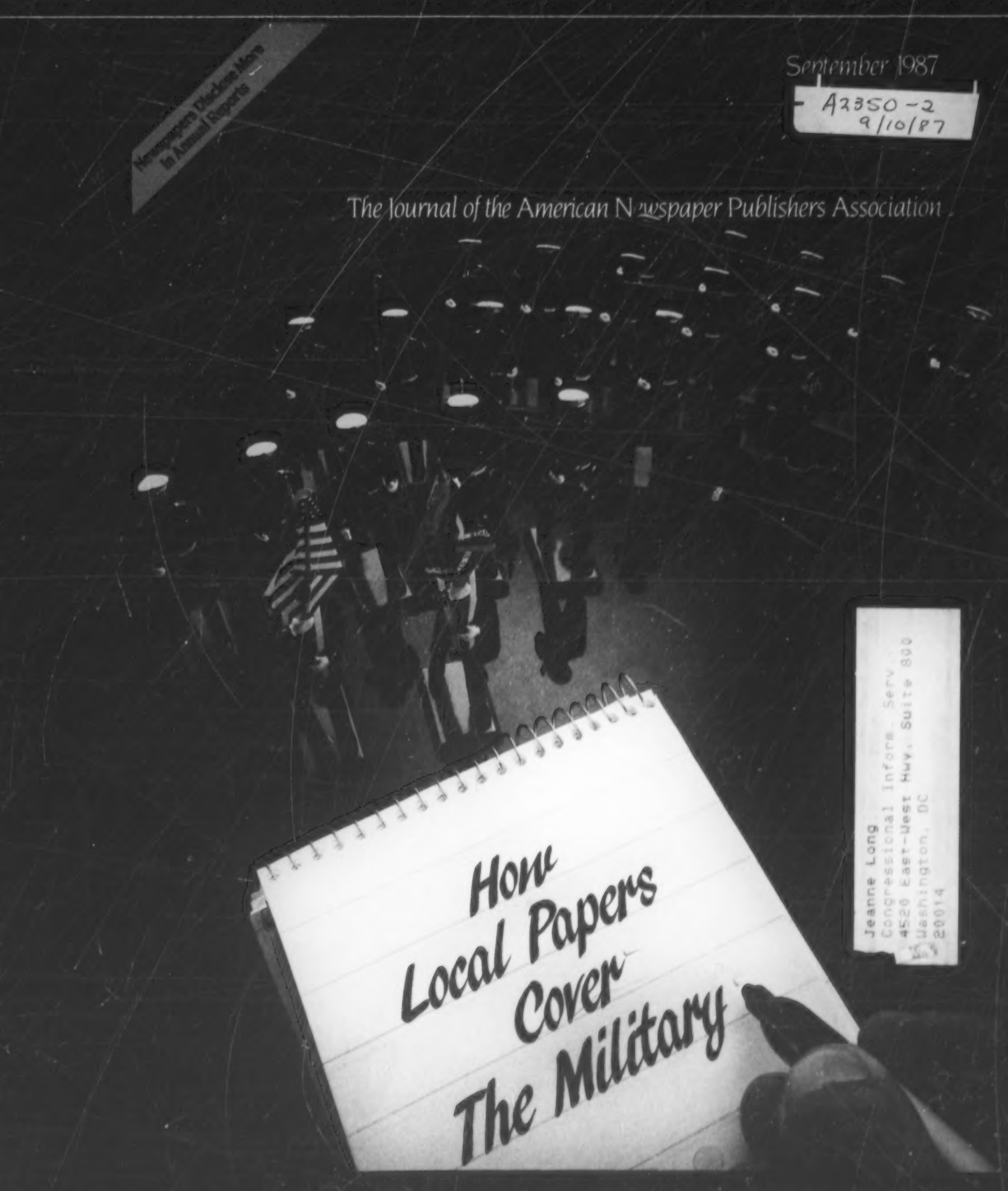
Newspapers Disclose More In Annual Reports

The Journal of the American Newspaper Publishers Association



How Local Papers Cover The Military

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy. Suite 800
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20014

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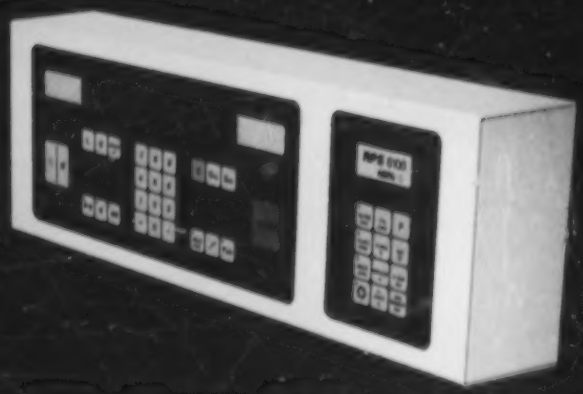

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Photograph used with permission of Parker Brothers

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Special Report *Correspondents regularly tramp through the corridors of the Pentagon, but most newspapers have not mobilized the same kind of resources to cover the defense installations in their own backyards. Some larger newspapers in communities where the military has a major presence have assigned full-time coverage. But the beat is not an easy one. Fewer reporters today have served in the military. The bureaucracy is a source of frustration. And historic tensions linger despite efforts to bring about greater mutual understanding.* **24**

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CHAIRMAN'S CORNER

Minority opportunity shapes our vision of the future

I would like to have your counsel about an important program priority our Board of Directors will be considering this month and throughout the rest of our 1988 budget-planning process. It is a key proposal we have before us to raise to even higher priority our work to assist newspapers in enhancing opportunities for minorities.

ANPA and ANPA Foundation, working closely with ASNE and with all the 36 organizations active on the Task Force on Minorities in the Newspaper Business, have initiated many useful projects in this arena in recent years. Our commitment to do what is right is a firm one already.

George W. Wilson

But more can be done. And ANPA leadership can be even stronger and more effective.

Meaningful action occurs in pursuit of a vision of how things ought to be. Our Directors and Foundation Trustees are considering adoption of such a vision. It might be something like this:

As a result of ANPA leadership, the newspaper workforce—because of enhanced sensitivity in both business and editorial segments—reflects the national diversity of American society; and, as one result, newspapers' role as a mass medium is strengthened for both readers and advertisers.

I ask you to consider, if you will, your vision of this future and to share it with me. Also, let me know what specific steps might best be taken by us to turn the vision into reality.

The vision above, if adopted by our Association, would anticipate that newspaper executives across North America would embrace and participate in the effort and help realize it as a key, valuable ANPA initiative on a par with our traditional technical services and government-relations activities. We would be committed to a high priority application of time, effort and resources.

Work toward such a goal, always coordinated with the intra-industry task force, probably would entail a national survey of newspaper minority employment, attention to secondary school recruiting, expanded job banks, widely available advisory services to individual newspapers, management training for minorities, communication of tools and techniques via conventions, conferences and newsletters, and a host of other things.

Some of you already have heard me talk about my view that people are the resource we can and should concentrate on even more. That's the place further, real progress can be made. It is a good policy. It is good business.

I believe it is time to make minority opportunity a top ANPA priority. But this is your Association. Please let me know—right away—what you think.

George W. Wilson
ANPA Chairman

ANPA

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Q: Which newspaper won the most awards for business, financial and economic journalism in the three national business writing contests in 1987?

A:

Costly Griner lesson; Holiday Bowl notes; Darrah top coach; Drake wins

Big Peach Sports

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BUSINESS/FARM

Meredith launches an attack on costs

LEISURE/TRAVEL

Bunke chooses top films of 1986

HOME & FAMILY

A new column just for singles

Des Moines Sunday Register

$1.3 billion Iowa farm subsidy

Branstad eyes reforms in welfare

IT DOES MEAN CIGARETTE SMOKERS ENDANGER THE HEALTH OF NON-SMOKERS... CAN YOU BELIEVE THAT?

CHAIN YES

National debt interest costs leveling off

Deficiency payments up sharply during '86, 99-county study finds

The new farm aid

The top 10:

Gerald M. Loeb Award—Richard Doak, for his editorials on farm policy.
John Hancock Awards—George Anthan and David Westphal, for their series "Harvesting Dollars," on the U.S. farm program, and James P. Gannon, for columns dealing with economic subjects.
Pannell Kerr Forster Awards—Gene Erb, for his series, "Made in Mexico," on the flight of jobs and plants from the U.S. to Mexico, and Anthan and Westphal, for "Harvesting Dollars."

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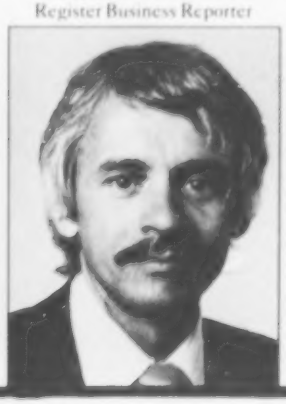
George Anthan
Washington Bureau Chief

Richard Doak
Deputy Editor of Editorial Pages

Gene Erb
Register Business Reporter



James P. Gannon
Editor

David Westphal
Washington Bureau Reporter

ANNUAL REPORTS

THE ART OF PRESENTING AN IMAGE ALONG WITH THE FACTS

BY MARY A. ANDERSON
presstime staff writer

Glitzy or staid, voluminous or bare bones, this year's crop of annual reports from publicly held newspaper companies trickled from April through June into the offices of shareholders, bankers, analysts, advertisers and government officials.

After a brief summer respite, some companies are already hard at work on next year's productions.

They are not cutting back on their efforts, even in light of the Securities and Exchange Commission's startling ruling late last year that it does not require an annual report, so long as public companies submit full financial information in some other form.

Depending on their size and other factors, newspaper companies spent up to $250,000 last year to produce reports that are considered by many annual report-watchers to be among the most revealing, well-written, and attractive in the corporate world.

A byproduct of capitalism, the annual report is a company's way of putting its best foot forward in the presence of people who may affect its financial fortune.

To accomplish that, its appeal must be multifaceted. The financial experts might start at the back, checking the information whose disclosure is required by federal law. This includes statistical tables where one can find the proverbial "bottom line"—profits, losses and earnings per share. The financial wizards also are on guard for any cautionary note from the independent auditor's statement.

On the other hand, some individual investors or company employees will start at the front, attracted by the colorful photographs, modern graphics and feature stories that many companies use to convey their glamour and humanity.

In short, the annual report is both an image-maker and a corporate calling card.

Frank N. Hawkins Jr., vice president for corporate relations and planning for Knight-Ridder Inc., says the reports are "like a corporate Rorschach test."

"At Knight-Ridder, we believe the annual report is a reflection of how the company feels about itself," says Hawkins, posing this question: "Who wants to invest in a company that doesn't feel good about itself?"

Another reason annual reports are important is that "companies must be identified anew each year," says Richard A. Lewis, chairman of a consulting firm, Corporate Annual Reports Inc., and publisher of a quarterly newsletter, The Corporate Communications Report. "They are constantly changing—making acquisitions, launching products, entering new markets."

Media analyst J. Kendrick Noble, first vice president of PaineWebber Inc., says the annual report "is the single most important document as far as I'm concerned."

"When I want to find out about a company," he says, "I ask for the last 10 years of annual reports, 10 years of (Securities and Exchange Commission annual Form) 10-Ks, three years of quarterly statements (of operations and revenues) and any proxy statements or press releases" the company may have issued.

Analyst Bruce Thorp of the Washington D.C., brokerage firm of Lynch, Jones & Ryan, says, "We do our financial profile based on annual reports each year. Without information that we find only in annual reports, we would not be able to complete that as quickly as we do."

Some of the information best obtained from an annual report includes debt and shareholders' equity, and the breakdown of financial data into segments such as newspaper operations and broadcasting, he says.

Newsletter publisher Lewis says, "Because the annual report is signed by the chief executive and filed with the Securities and Exchange Commission, it's considered to be the most credible document a company produces. . . . Among large American companies in this society, if a company doesn't have credibility, then no one is going to follow their stock."

Photographers shoot the cover of Knight Ridder's award-winning 1986 report.

READABLE, INFORMATIVE. Over the past five years, says Lewis, newspaper company annual reports, as a group, surpass their counterparts in other industries in many respects. "They are fatter and better and more informative than the run-of-the-

mill, perhaps reflecting the affluence in the industry," he says. "I think it has to do more with bragging"—a kind of one-upmanship among newspaper conglomerates—than with a possible journalistic inclination toward better writing or design.

If journalism were the main reason for the reports' excellence, one might expect those of advertising, broadcast or book publishing companies to be just as impressive. But analyst Noble, who judges annual reports of media companies for two different groups, says the ones put out by newspaper companies "are typically the best . . . in the entire media field."

The analysts and Lewis agree the reports from newspaper companies provide more extensive financial information than is normal, but their views differ as to why.

"I suspect newspaper companies provide more than they really need to because they are information companies, and they tend to believe in the need for public disclosure," says Thorp of Lynch, Jones & Ryan.

Lewis says that "because they don't compete head-to-head, they are willing to give more information about their market areas."

In recent years, that openness has carried over to the quarterly reports and interim releases. "That's a general trend with newspapers in all kinds of ways—telling analysts what's happening on a monthly basis more than they ever did," Thorp says.

Almost all annual reports contain the same basic elements, in roughly the same order: operating financial highlights; chairman's letter; the management's discussion and analysis of operating results in various divisions; assorted financial tables, including consolidated income statement and balance sheet; footnotes; independent auditor's report; and list of directors.

Those newspaper companies that go beyond the basics have been fulfilling the wishes of analysts for "more numbers," Thorp notes. Some of those extras are:

- Three- to five-year segment information, breaking down revenues and expenses for newspapers, broadcast and other properties
- Eleven-year financial summaries, to allow full comparisons of growth over a 10-year period
- Percentage of change from the previous year in operating results
- Biographical information on executive officers.

Another feature favored by the experts is a question-and-answer section, such as those carried in the reports of Knight-Ridder and Tribune Co. of Chicago, in which management discusses future prospects.

"Relatively few companies will say anything about the year ahead," Lewis says.

STANDING OUT. A report that has received widespread praise in financial and publishing circles is Knight-Ridder's latest one. Its front and back covers picture some of the company's 39 Pulitzer Prize winners amid stacks of newspapers and a newsrack that proclaims, "Tradition of Excellence."

Another winning touch was the first effort by Pulitzer Publishing Co., which hurriedly put together its annual report after going public last December. In Financial World magazine's prestigious yearly contest, Pulitzer won second-place recognition behind Knight-Ridder in the printing and publishing category.

Its debut report stresses the company's history, with a John Singer Sargent portrait of Joseph Pulitzer on the cover.

The New York Times Co. opted for no photograph on the cover of its report for 1986. Instead, it used a sophisticated graphic design incorporating names of the operating divisions, with plenty of color inside.

Lee Enterprises Inc.'s cover was a picture of Americana: a red-capped youth about to toss the La Crosse (Wis.) Tribune to the home beyond a white picket fence on a crisp autumn day.

Dow Jones & Co., just like its leading publication, The Wall Street Journal, presented the facts in "gray lady" fashion. Photographs were black-and white.

Capital Cities/ABC Inc. offered the most no-nonsense design, excluding photographs entirely. As has been its tradition, the company put its statement of management philosophy inside the front cover—and it is a standard to which the austere annual report attests: "We expect a great deal from our managers. We expect them to be forever cost-conscious."

Also on the modest end of the spectrum—but mostly because of their smaller size and fewer shareholders—were Park Communications Inc. and Stauffer Communications Inc. At 26 and 11 downsized pages, respectively, they were the briefest of the 1986 crop, with few photographs or other artistic flourishes. Gannett Co.'s was the largest, at 77 pages.

For the 16 principal publicly traded newspaper companies, the average length was 45.8 pages, substantially higher than the average of 40.5 pages of all annual reports tracked by Sid Cato Communications, Inc., which publishes Sid Cato's Newsletter on Annual Reports.

Surveys by Cato and Lewis show that out-of-pocket costs of preparing annual reports nationally have ranged from 34 cents to $8 per copy, with the average hovering around $3.

Lewis said most companies spend between $100,000 and $400,000 a year on their annual reports, with relatively few going higher than $250,000.

Some Private Firms Also Report

Although private companies are not reliant on Wall Street and are under no legal requirement to issue an annual report or a Form 10-K, several newspaper firms do one or the other.

The annual report of privately held Cox Enterprises Inc. includes no financial data but provides as slick, colorful and optimistic a synopsis of the company's operations as many of the public companies.

Scripps Howard issues a similar publication, which it calls a "progress report." According to an explanatory statement, the report is "less concerned (than those of public companies) with bottom-line figures and more concerned with the quality of work being performed at its operating units and the employees responsible for the company's steady growth."

The Hearst Corp. offers a slim brochure, illustrated with color photographs, titled "A Letter to Employees from Frank A. Bennack, Jr., President and Chief Executive Officer."

More unusual in its openness is Cowles Media Co. of Minneapolis, a privately held company whose major shareholders include Gannett Co. and The Washington Post Co.—both publicly traded companies. For several years, Cowles has published a full annual report with financial tables as complete as those put out by many public companies.

Cowles does so as a service to the company's 400 shareholders, and because a small portion of Cowles' stock is traded over the counter, says Chairman David Kruidenier.

And Ingersoll Newspapers Inc. this year publicly distributed a completed Form 10-K, full of annual operating results and financial statements.

"It's a one-shot thing," says Benjamin J. Kowalczyk, Ingersoll's principal accounting officer. "I can assure you, if we didn't have to do it, we wouldn't do it." The SEC required the 10-K because of outstanding public debt the company has carried since the end of 1985.

Outlays by newspaper companies ranged close to the $3-per-copy average. That was about what Knight-Ridder Inc. spent to publish 60,000 copies, Hawkins says, for a total cost of about $200,000.

Gannett Co. spent about $250,000 to publish almost 100,000 copies of its lengthy, glossy annual report. It kept costs down to about $2.50 per copy by doing everything, except the printing and mailing, in-house, says Joe Junot, managing editor of Gannett publications.

Pulitzer Publishing may be able to claim the record for the most expensive annual report this year. With only 7,500 copies printed, production cost about $10 per copy, says James V. Maloney, company secretary. Given the short deadline for its first report, much of the work had to be farmed out to a St. Louis public relations firm, adding to the cost.

At the modest end of the scale, Park Communications spent about $5,500 to produce 5,000 copies of its two-color annual report, at a unit cost of $1.08.

Most companies could not provide detailed breakdowns of report distribution, but if Knight-Ridder's practice was any standard, about half went to individual shareholders, media analysts and brokerage firms; a third went to individuals who requested them for diverse reasons; and the remainder went to company employees, journalism schools or others on company mailing lists.

Annual reports for most businesses are coordinated by the companies' public relations or corporate communications departments. Relatively few—between 16 and 27 percent, by varying surveys—are supervised by "investor relations" people, who specialize in dealing with the financial community.

Newspaper companies and other industries alike nearly always make data collection and writing an in-house job, but usually contract with outside firms for design work and printing.

LOSING ITS LUSTER? Several companies and the government have begun talking about possibly downplaying the role of the report in meeting federal accountability requirements.

The controversy was sparked late last year by General Motors' advocacy of a "summary annual report"—one without full financial data, so long as complete data are filed with the SEC in the annual 10-K and proxy statements. Not only did the SEC approve GM's proposal, but it stunned the financial world by agreeing that the annual report could be dropped entirely.

"The SEC position is not just a matter of hair-splitting over obscure rules. If anyone realized beforehand the traditional annual report was optional, nobody at the SEC or in the corporate world ever said so," wrote Edward Kulkosky, publisher of Corporate Shareholder newsletter, in a Wall Street Journal column that widely publicized the decision.

But the annual report is not likely to change drastically because of the SEC pronouncement, Kulkosky wrote. "It's too much big business now."

So far, no newspaper companies have scaled down their reports, which is welcome news to analysts. Responding to a recent survey by the Hill & Knowlton public relations firm, analysts said that anything less than the traditional annual report makes their jobs more difficult and shows contempt for shareholders.

On the non-traditional front, a handful of companies are experimenting with using videotapes and floppy disks as supplements—or substitutes—for the publications. Knight-Ridder's Hawkins believes they are too faddish to catch on.

Progress is being made on the electronic front in one area. Information from the reports are being stored in databases and retrieved by people using personal computers, Lewis says.

Even so, he and other observers of the annual report scene believe the familiar, printed annual report serves so many useful purposes that it is here to stay. □

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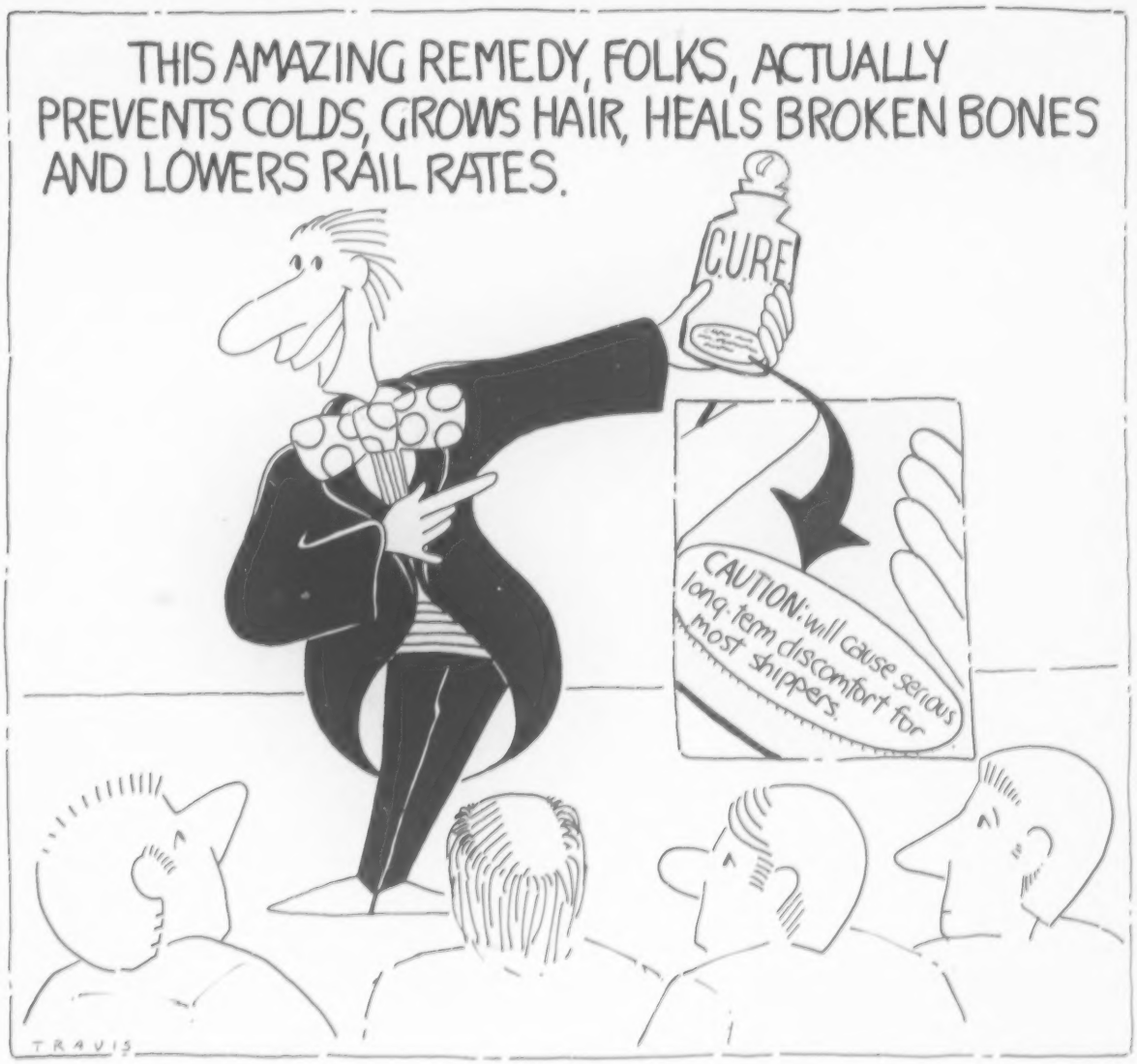
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TRAVIS

If you thought snake oil salesmen were a thing of the past, listen again to a group called Consumers United for Rail Equity (C.U.R.E.).

C.U.R.E. claims it has just the remedy for those who ship by rail. What they don't tell you is that the stuff they're hawking does more harm than good.

C.U.R.E.—a curious name for an organization funded primarily by the coal and utility industries—proposes extensive new regulation of railroads through legislative "reform" of the Staggers Rail Act of 1980. That's the same Act that rescued freight railroads from a century of over-regulation in the first place. And while C.U.R.E.'s proposals would lower rail coal rates for its principal supporters, they'd clearly leave everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It's no surprise that C.U.R.E.'s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don't want to see the Staggers Act changed.

When you think about it, C.U.R.E.'s pitchmen have turned it all around. Reregulation isn't the remedy; it's the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.'s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

If you're a journalist covering this story, you'll find that the facts support the argument that a good dose of free markets is far healthier for the railroads and their customers than C.U.R.E.'s snake oil.

To get facts, write Rail Remedy, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 712.

Or if you're up against a deadline, call (202) 639-2555.

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Global Readership

The United States and Canada lag behind many other countries in daily newspaper circulation per capita

BY MARION LEWENSTEIN

Despite wealth, high literacy and modern production technology, the United States ranks only 19th in daily per-capita newspaper circulation in the world.

Japan is number one. Both East and West Germany rank substantially higher than the United States. So do the United Kingdom, the Scandinavian countries, Singapore, Monaco, Iceland, the Soviet Union, Czechoslovakia, Australia, New Zealand and several others.

But Canada, France, Italy, Spain and Belgium, and most countries in Africa, Asia, and the Middle East, rank behind the United States.

Why? How are these rankings procured, and what factors go into making one nation's citizens newspaper readers and another one's rather indifferent to a daily press?

The United Nations Educational, Scientific and Cultural Organization keeps count of each country's publications by various categories, including daily general-interest newspapers. ("Daily" is defined as a paper published at least four times per week.) Also provided in UNESCO's annual *Statistical Yearbook* are the number of daily papers in each country, total circulation and circulation per 1,000 inhabitants. UNESCO's statistics are the generally accepted norm for comparing circulation, even though newspaper associations in some countries provide slightly different figures.

The 1986 *Yearbook* shows that U.S. daily newspaper circulation per 1,000 inhabitants stood at 268 in 1984, the latest year for which figures were available. (See table.) The book reported that there were 1,687 U.S. dailies in 1984—one fewer than counted by *Editor & Publisher YearBook* for that year.

Japan, with 125 dailies, had the highest ratio—562 copies per 1,000 people.

UNESCO data are intended to represent average daily number of copies sold by single copy and subscription, plus the number of free copies regularly distributed.

Heavily used public transportation seems to increase circulation in Japan and other countries.

REASONS FOR READERSHIP. Among the most common factors appearing to boost newspaper circulation are high literacy, comfortable per-capita income relatively evenly distributed among households, population homogeneity, keen interest in world affairs, a good educational system, a heavily used public transportation system, and effective newspaper distribution techniques.

Some of these factors play more of a role in certain countries than in others.

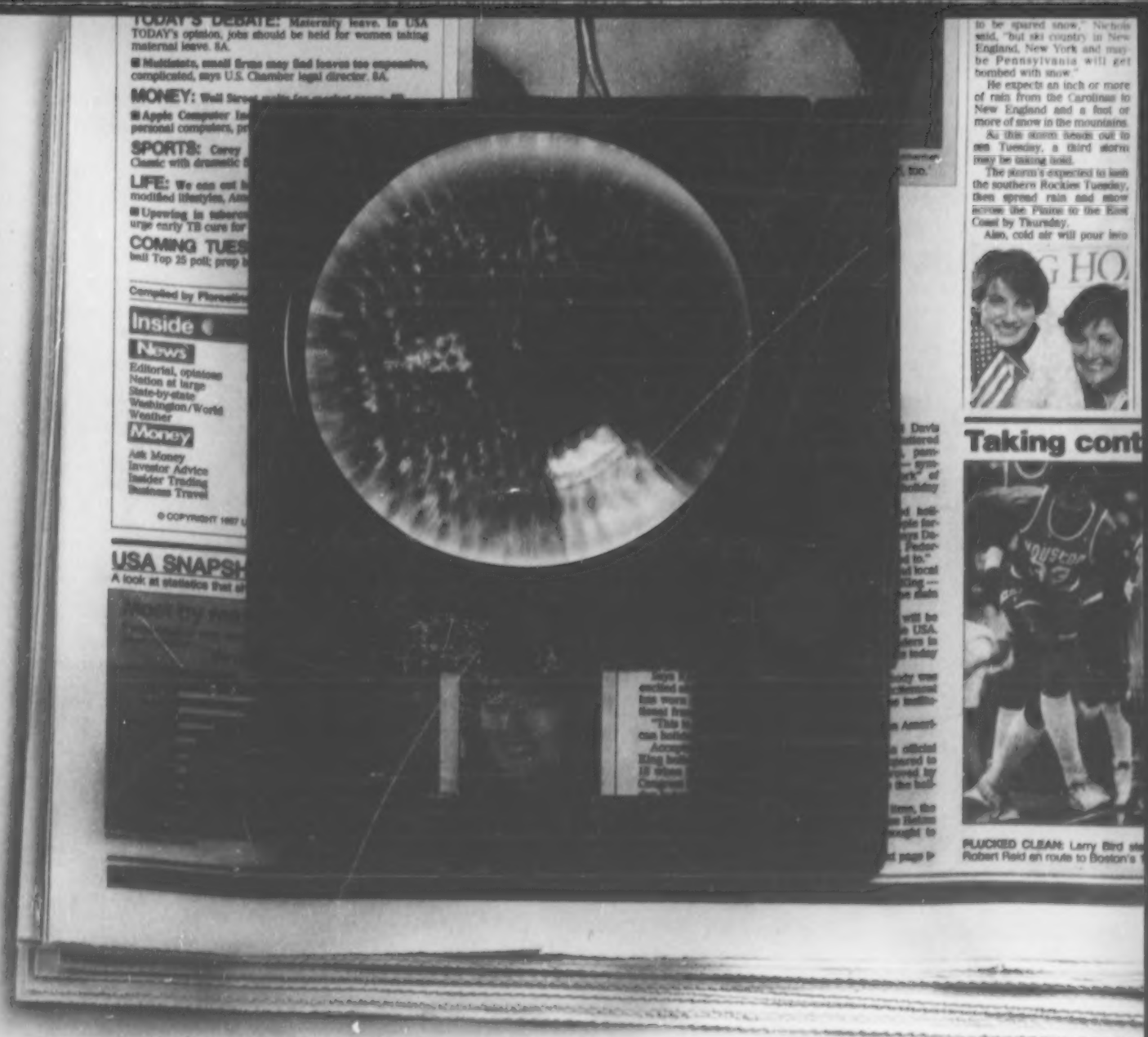
Scandinavian nations, New Zealand and Japan, for instance, have homogeneous populations and high per-capita circulation. So did the United Kingdom, but recent immigration of new ethnic groups are an important reason for recent declines in circulation there.

And yet, Switzerland and Singapore, with multi-language populations, have high newspaper circulations per capita. Switzerland's newspapers reflect three cultural and language groups: German, 65 percent of the population; French, 18 percent; and Italian, 12 percent. Singapore has four official languages and many ethnic dialects with newspapers in each, though English- and Chinese-language papers dominate.

Population density also seems to have an impact on circulation figures in some countries. For example, in Japan and England, both with high circulation per capita, the population density also is high—317 inhabitants per square kilometer in Japan and 230 in England. Similarly, in the relatively low-circulation countries of the United States and Canada the population density is 25 and three, respectively.

But population density, like homogeneity, is not an absolute test. There is high circulation in Norway with 13 inhabitants per square kilometer, Sweden with 19, and Australia and Iceland with only two. On the

Lewenstein is professor of communication at Stanford University, Stanford, Calif., and a freelance writer. Simone Ross, a communications undergraduate student at Stanford, provided some research assistance for this article.



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other hand, despite densities of 90 and 190 per square kilometer, France and Italy have daily circulation per 1,000 people of only 212 and 82, respectively.

Good distribution systems appear to help in countries with circulation ratios that are above those of the United States or Canada. In Sweden, the government subsidizes collaborative distributors who deliver several papers even in sparsely settled rural areas. Most newspapers are delivered by adults using cars or trucks.

Airplanes are used in Norway to reach remote areas.

And with their unequalled circulation per capita, Japanese publishers credit some 50,000 independent news agencies that aggressively solicit and deliver daily papers. Adults solicit new subscriptions in Japan, while papers are delivered mostly by youths.

In some instances, providing readers with diverse newspaper options seems to stimulate daily circulation. The mix may contain national and local papers, partisan papers, "popular" (generally meaning sensationalistic tabloids), and elite newspapers.

Gunnar Sand, a Norwegian journalist who has studied U.S. and Scandinavian newspapers, attributes recent 2-percent annual growth in Norway's circulation (despite stable population) to the increasing choice readers have available to them. "Whatever the reader wants, he can find," Sand says. "That means he often buys two papers—a local and national, or a party paper and another one, or a serious paper and a popular one."

Newspapers in most Scandinavian countries are partially subsidized by governments with policies designed to keep "many voices" alive.

In France, where newspapers receive limited, indirect subsidies, diversity of another sort is helping to increase slightly circulation in national newspapers, according to Diane Seligsohn of the Paris-based International Federation of Newspaper Publishers. She says the latest annual study of the French press shows some gains at national papers that stem from new weekend supplements and weekday special interest sections.

CIRCULATION INHIBITORS. While national papers have grown and regional ones have held their own, France has seen a decline in "popular" dailies that have been unable to compete successfully with specialized magazines and television, Seligsohn says. Newspapers in Italy, she adds, traditionally have been aimed at the "elites," and specialized magazines long ago grabbed the "popular" market.

Similarly, specialized magazine growth has hurt newspapers in the United Kingdom, according to Janet Mayhew, research director of the Institute of the Practitioners in Advertising—the U.K. equivalent of the Newspaper Advertising Bureau in the United States. More than television, she says, magazines have segmented the market and intruded upon newspaper circulation.

Growth of free weekly shoppers has also cut into local daily circulation, Mayhew reports. These free publications often contain "proper newspaper editorial content," she says, and they have lured substantial advertising revenues from paid newspapers.

Publishers in the United States and France often blame TV watching for cutting into readership. The United States has 793 sets per 1,000 inhabitants. France has 375 per 1,000, about average for most countries in this survey. In many other countries, however, there seems to be little correlation between television-set penetration and newspaper circulation. Japan, with the second-highest TV penetration, 563 sets per 1,000 people, doesn't seem to find viewing a deterrent to reading, despite full entertainment programming and frequent newscasts.

JAPANESE SUCCESS. Hyde Sakata, the American representative of the Japan Newspaper Publishers and Editors Association, says a recent survey showed that most Japanese consider newspapers their most reliable source of news. He mainly credits this for Japan's high circulation rates.

But Sakata also says Japanese newspapers efficiently promote their product. One national paper regularly gives new subscribers tickets to baseball games.

In addition, Sakata notes that newspapers get a boost by the heavy emphasis secondary schools place on reading them.

Literacy rates for the first 19 countries listed in the table are uniformly high, averaging well over 95 percent, but as one American anthropologist remarks, "In Japan, they're *really* literate." Scandinavian countries also have an advanced educational system, plus a more even distribution of income than is true in the United States.

Regardless of a country's income stratum, however, newspapers have experienced a common pattern. As their costs have climbed, and as circulation prices have been increased accordingly, circulation has faltered. □

Key Facts About Newspaper Circulation by Country[1]

Country	Number of dailies	Total circulation (in thousands)	Circulation per 1,000 people
Japan	125	57,380	562
East Germany	39	9,199	550
Liechtenstein	2	15	536
Finland	67	2,599	535
Sweden	99	4,340	521
Norway	82	2,071	501
Soviet Union	724	116,096	422
Iceland	4	113	469
United Kingdom	108	23,206	414
Monaco	2	11	408
West Germany[2]	359	25,103	408
Switzerland	90	2,494	392
Denmark	47	1,837	359
Australia[3]	63	4,851	335
New Zealand[2]	31	1,025	325
Netherlands	84	4,474	310
Czechoslovakia	27	4,609	298
Singapore	10	700	277
United States	1,687	63,263	268
Kuwait[2]	7	391	250
Hungary[2]	27	2,665	249
Belgium[2]	26	2,204	224
Canada	112	5,544	220
France	101	11,598	212
Fiji[2]	3	67	102
Italy[2]	79	4,632	82
Spain[2]	104	2,978	79

[1] 1984 data, except where noted otherwise

[2] 1982 data

[3] 1979 data

Source: UNESCO *Statistical Yearbook*

Factors affecting circulation include literacy, income, population homogeneity and education.

Why do they have to show things like this in the newspaper?

© 1986 Knight-Ridder, Inc.

Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

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The Eyes Have It

Another readership research tool is introduced

BY GENE GOLTZ
presstime staff writer

The Gallup Organization is beginning to use a newspaper-readership research tool that could add a new dimension to the term. It's an "eye-tracking" technique that uses videotape cameras to record the time readers spend with each item in the newspaper. And although some editors and researchers find it "fascinating," others are reserving judgment.

Eye-tracking equipment has been used for years in advertising and marketing research, but the new equipment makes it possible for subjects to be tested in a more natural setting than ever before. That is, the individual is able to hold a newspaper in his or her hands and move the head and arms naturally—motions that have not been possible with previous eye-tracking equipment.

The technique is seen as a supplement to traditional research that involves personal interviews and written questionnaires. But, because it involves hooking up one person at a time to the videotape mechanism, the research is far more expensive per research subject than other methods.

Gallup calls it Eye-Trac Research. The project is a joint effort of Gallup and Applied Science Group Inc. of Waltham, Mass.

The method, which was tested at the Gallup laboratory in Princeton, N.J., involves placing two miniature, lightweight videotape cameras on a subject's head. One camera focuses on the eyes, the other on the printed page of whatever material the subject is holding. The equipment creates a videotape showing the precise jerks and pauses of the eyes and the exact spot on the page where the eyes are focused at a given time.

Gallup executives will not discuss specific contracts with newspapers. However, Sharon H. Polansky, a senior research director who is heading the project, says a study using the eye-tracking gear is scheduled to start this month at a major metropolitan newspaper. Several other contracts are being written with other newspapers for similar research projects, Polansky says.

When the technique was tried out a year ago at The Trenton Times, the results were "absolutely fascinating," says Linda Grist Cunningham, executive editor.

"This research confirms a lot of things we already knew and turns other things absolutely topsy-turvy," says Cunningham. "It's been so fascinating I hardly know where to start."

The Trenton experiment was conducted with 43 volunteer readers who were regular subscribers. Some of the things Times executives found out from the Gallup survey:

• The most popular feature was the Times' "People Poll," a daily feature in which six people are asked a question on various topics in the news. The research showed that 66 percent of those tested read the poll.

• There was a "very, very high percentage of headline scanning." The readership of the stories dropped off to 30 to 50 percent if the headline didn't seem to promise an interesting story.

• Practically every one of the readers tested made the "jumps" from front-page stories that were continued elsewhere in the paper. Some read all of the front-page portions first and then turned to the jumps, others read a complete story—front-page portion and the jump—then returned to Page 1 and repeated that pattern.

• Hardly anyone read the paper's index. Cunningham points out that the experiment involved regular, faithful Times readers, so probably they did not need an index as much as casual readers might.

• Only 3 percent looked at the serial comics "Judge Parker," "Apartment 3-G" and "The Phantom." Cunningham notes, however, that previous surveys have shown that readers of such comics are devoted to them. Therefore, she will not drop the comics based on the finding.

The research also showed that the readers liked photographs—the more faces in the photo, says Cunningham, the more time readers spent looking at it—and they liked process color.

"The Gallup Organization, in telling us about it (the test results), said it was very, very clear that our readers felt comfortable with the design of the paper," she says.

HOW IT BEGAN. Although eye-tracking dates back several decades, researchers say the technique now becoming available makes the old ones obsolete.

Descriptions of the old procedures sound a bit like "how to" directions for medieval torture devices.

Researchers used to put readers' heads in a vise and then attempt to determine where the eye moved on a page.

But subjects with their heads in a vise or otherwise immobilized could not easily hold newspapers in their hands. Researchers tried

Equipment weighs less than a pound.

to solve this problem by flashing a facsimile of a newspaper ad or page on a screen and then observing on which part of the screen the eyes focused.

According to B. Stuart Tolley, research director of the Newspaper Advertising Bureau, another device previously used was a "bite bar," which the subject would bite so as to stabilize his or her head while reading.

Tolley says that in the 1960s, researchers tried yet another device, one that measured pupil size. The subject placed his or her head in a black box and read the test material through an opening in one end while a camera measured the size of the pupil. A topic of great interest to the reader would cause the pupil to enlarge, and a duller topic resulted in a smaller pupil.

The new device used in the Gallup technique was invented by Applied Science Laboratories under the direction of Joshua D. Borah, vice president/engineering. It is a dual camera attached to a headband that has a transparent visor attached. The company's promotional literature says the device weighs "less than a pound."

One camera takes moving pictures of the cornea of the eye. The other camera records simultaneously the part of the newspaper the subject is reading. The device allows a subject to shift around at leisure and to move the newspaper, fold it or turn pages at will. Under its contract with Applied Science, Gallup has exclusive rights to the equipment.

One camera focuses on the eyes, the other on the printed page of whatever the subject is holding.

"It's an interesting idea," Tolley says. "It results in data arrived at differently from survey data. I'm all for data under any circumstances, and if you can check it against other data for verification, I don't know what the limits are."

If the technique is pursued through more and more applications, he says, new things may be learned. But he cautions against speculating at this time on what the practical applications are for publishers and editors.

Gallup's Polansky agrees that it will take more time to see how the eye-tracking cameras can be put to best use. "I think we are at the point where this particular tool can be tremendously valuable," she says. "The way we have been packaging newspapers has really alienated some readers. What we can do is find out new questions that can ultimately be used in survey research. This is basically a new tool to be used in the context of many other research techniques."

She has been invited to give a demonstration of research techniques Oct. 20 at the annual fall meeting of the Newspaper Research Council in Keystone, Colo. She says she will demonstrate the Gallup eyetracking technique and is experimenting on combining it with "verbal protocol analysis." In protocol analysis, the subject is asked to comment as he or she reads.

Polansky says editors have long been imagining what readers wanted. With the new equipment, she says, they will be able to find out. "This is a whole lot different from asking what people read. Now we can watch them do it." □

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ENERGY MANAGEMENT IN VOGUE

Newspapers, motivated by profit margins rather than a global crisis, are finding ways to reduce energy consumption

BY ROSALIND C. TRUITT
pressTime technical writer

No one links the words "energy" and "crisis" much these days, although analysts say rising consumption is likely to cause shortages in the not-too-distant future. And there is considerable nervousness about growing tensions in the energy-rich Persian Gulf region.

Regardless of whether an energy crisis again commands front-page headlines as it did in the 1970s, newspapers are working to save energy, because to do so means savings today and preparation for the future.

"Newspapers are large users of electricity, and when energy is conserved, that move goes right to your bottom line," says Mike Luciano, manager/Newspaper Division of Lockwood Greene Engineers Inc., a Spartanburg, S.C., firm that designs newspaper plants. "We emphasize that when we sit down and discuss a new project."

Examples of energy savings include:

• The Gainesville (Fla.) Sun has saved a minimum of $2,000 a month in utility bills since installing a $30,000 Johnson Controls energy-management system about a year and a half ago. The system regulates air-conditioning and reduces peak-load demand. Bills that formerly averaged $29,000 to $30,000 are now in the $23,000-$25,000 range, says Production Director Vernon G. Bean.

• The Fort Lauderdale News and Sun-Sentinel, which spent more than $1 million annually for utility bills, saved more than $100,000 in energy costs in 1984. That was the first year the newspapers' $72,000 energy-management system manufactured by Seaboard Energy Systems was in use, says Building Manager Fred W. Hubbard. "That's why energy-management equipment has been so popular."

A **pressTime** survey that covered those two newspaper operations and 10 others indicates that such energy-management systems are the most popular choice for papers seeking to gain more control over energy expenditures.

In their application, these practical systems far surpass some of the more exotic forms of energy conservation, including equipment to harness the power of the sun and the wind, installed by a few papers in the late 1970s and early '80s [**pressTime**, Oct. 1982, p. 40].

Continuing that innovative spirit, a handful of newspapers including The New York Times currently are heating and cooling their own facilities with energy recovered from incineration systems that burn ink and other waste.

The Asbury Park (N.J.) Press and a small number of other papers use "cogeneration" systems that can heat and cool facilities with energy thrown off and captured from operating machinery. And in some cases, energy conservation involves no more than having one or two people remind colleagues to turn off the lights.

No matter how newspapers conserve, cost savings can be significant because newspapers are major energy consumers.

Gasoline, diesel fuel or propane gas is needed to operate fleets of trucks and cars [**pressTime**, Aug. 1986, p. 16], and natural gas—or, less commonly, fuel oil—is needed for heating.

But electricity is newspapers' primary concern. Executives of several papers say they spend considerably more on electricity to cool their buildings than they do on gas or oil for heating. Add that to the growing amount of newspaper production equipment requiring heavy doses of electricity for operation and it becomes clear why energy costs are a significant line item for newspapers.

For example, the controller of the Lincoln (Neb.) Journal and The Lincoln Star,

David Cannon, The Orlando Sentinel

The Orlando Sentinel's Hall (left) changes fluorescent tubes, assisted by other energy committee members Ralph Kruger, Karen Barr, Loren Morse and Ralph Allen.

Gary Powell, projects gas and electric bills of just over 1 percent of total expenses for the newspaper's 1987-88 fiscal year, which begins Oct. 1.

"That may not seem like a lot, but we try to monitor and control costs wherever we can, particularly with newsprint prices going up. Any money you can save represents dollars diverted to the bottom line," says Powell.

Energy management can contribute to profitability because the equipment can pay for itself in as little as a year or two.

The Times in San Mateo, Calif., has used a sensor-based, load-management system for about five years. Arthur A. Bouthillier, property manager, says the Comm-Air Inc. system paid for itself within a year.

According to Tom Cox, production director of The New York Times, the incinerator and energy-management system at its Carlstadt, N.J., plant cost nearly $2 million and paid for themselves in about three and a half years.

The cost of the highly popular energy-management systems varies a great deal, based in part on the number of sensors used to keep track of air temperatures and then relay information that dictates an increase or decrease in warm or cool air. The least elaborate systems run about $15,000, while a very sophisticated one can top $500,000.

George I. Fischer, vice president of Seaboard Energy Systems, a Virginia Beach firm that specializes in energy systems for newspapers, says that in some cases newspapers are now looking at second-generation energy-management systems to replace earlier versions installed a decade or so ago.

"There are very few things you can do to cut costs that don't impact on productivity," he says. "Energy management is one of those things."

SCALING THE PEAK. The term "energy-management systems" covers a variety of computerized equipment and procedures that can do a number of tasks, such as restricting peak demand for electricity, monitoring temperatures, and reducing kilowatt hour consumption by chillers, boilers and other heavy equipment.

In many states, electric bills are computed based on when the greatest amount of electricity was used. Any surge in power use—for example, at the time the press is started—can mean paying substantially more for all the electricity used.

For that reason, "load shedding" equipment was devised. At the time the press is started up, the equipment reduces the amount of energy consumed in other areas of the plant, thereby keeping overall consumption levels from rising significantly.

Shedding schedules based on load requirements for various hours of the day, days of the week or even holidays can be programmed.

The activities at newspapers suggest that while the term "energy crisis" is not part of the contemporary vocabulary, "energy conscious" and "energy conservation" are.

Fischer notes that an option to shedding would be to slow down the press, but "no one wants to do that" because of deadlines. He believes it makes more sense to keep the press running at regular speed and allow the building to "get a bit warmer" by cutting back on power in other parts of the plant.

The Lincoln newspapers are using load shedding to great advantage, Production Manager David Brolhorst says. Monitoring peak demands has helped keep the newspapers' electrical bills to an average of $12,000-$14,000 a month, down 10 to 15 percent from their former bills.

Monitoring room temperatures is another way to control energy consumption. With energy-management systems that do this, electronic sensors turn fans off and on, or regulate the amount of chilled water the system is using to produce cool air [presstime, Feb. 1986, p. 11].

Seaboard Energy Systems, for example, has a microprocessor-controlled system connected to sensors that monitor air volume and temperature and adjust the temperature of water for the chiller or boiler. Heating and cooling coils are shut down as demand decreases, and energy is directed where it is needed elsewhere.

Although the benefits of a good energy-management system are obvious, every newspaper operation is different and the right equipment takes prudent study, newspaper executives say.

Bill Hall, facility manager for The Orlando Sentinel, says his paper is looking for an energy-management system but doesn't plan to rush into a decision.

The Sentinel takes a team approach to its conservation progam. A five-member committee, consisting of Hall and other technical and engineering personnel, meets monthly to look over the newspaper's utility bills, which last year totaled $1.3 million. That was primarily for electricity to operate the air conditioning, presses and other heavy equipment. The committee analyzes electric consumption and conducts studies to determine the cost of energy per square foot of space in the plant.

The local electric company also conducted an energy audit of the plant, at no charge to the newspaper, and made conservation suggestions. The newspaper has followed some of the suggestions, including hanging air curtains across loading docks doors to keep air conditioning from escaping the eight-year-old production building.

In addition, hot water has been eliminated in some restrooms in the 103,000-square-foot facility, which Hall says has led to a few employee complaints but nothing major.

Some of the roofing tiles regarded as heat absorbent have been replaced with heat-reflectant ones in the paper's 20-year-old

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corporate office building.

Now that the Sentinel is studying which comprehensive energy-management system best suits its needs, representatives of the newspaper plan to visit sites where different systems are working.

The Fort Lauderdale papers also took other energy-savings steps before turning to an energy-management system. Windows were caulked and insulation added. A campaign to convince workers to turn off lights was conducted, and walls were erected to prevent "leaking" air.

Then the newspapers purchased their Seaboard system. Hubbard says it smooths out the power requirements of the air-conditioning, which in climates such as Fort Lauderdale's must be used throughout the year.

Temperature extremes at both ends of the thermometer are an annual occurrence in Fargo, N.D., so the energy-consumption situation there is quite different. Harold Schmunk, production director of The Forum, says the range can be from humid, 100-degree days in the summer to 30 below zero Fahrenheit in the winter.

Heat pumps help regulate the temperatures, Schmunk says, but cooling and heating a building in times of such extremes, coupled with energy generated by press starts, adds up to peak loads that are a problem.

For that reason the newspaper is considering the purchase of an energy management system.

Also considering such a purchase are The News & Observer and The Raleigh (N.C.) Times. The newspapers used an energy-management system that worked well in the late 1970s and early '80s, says Allen O. Sanders, machine shop foreman. When the plant was remodeled, the system was removed and not replaced. Sanders explains that the newspapers simply did not get around to selecting a new system; only now is the selection process under way.

In the meantime, the newspapers have adopted such practices as switching from 50-horsepower AC motors to DC motors, because AC motors generate more heat and require more air conditioning in the summer months.

LIGHTS OUT. Now that cooling and heating are being brought under the control of energy-management systems, many newspapers are moving to reduce lighting costs.

The San Mateo daily is one paper that is beginning to gather information about alternatives to its current lighting system, in which switches control banks of lights rather than individual fixtures. Property Manager Bouthillier notes that this arrangement is a waste of energy and money; lights cannot be isolated so that fewer are in use when only a few people are working.

In Orlando, Hall says the Sentinel also is experimenting with various ways of reducing lighting costs. For instance, by placing reflectors in fluorescent fixtures, the newspaper has cut the number of tubes used in each from four to two while reducing lighting levels only about 15 percent.

In most areas of the Sentinel's plant, the changes have been made with no noticeable effect, he says, but in some conference rooms, staff members have reported increased glare from the reflectors.

Hall says he is looking at a system that uses a different kind of reflector that reduces glare.

All in all, the activities at newspapers suggest that while the term "energy crisis" is not part of the contemporary vocabulary, "energy conscious" and "energy conservation" are. □

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Constitution's Secret Drafting Did Not Faze the Press

BY DAVID PEASE

It is widely known that the Constitutional Convention met in secret and that delegates kept a tight lid on information until adjournment 200 years ago this month.

What is not so well-known is the fact that while the convention was in session, many newspapers published letters from citizens who had visions of how the new nation and its government could develop. In addition, after the convention ended, newspapers printed the text of the Constitution plus a stream of letters for or against ratification by the states.

Nearly 50 newspapers were being published in 1787. Most were weeklies; some were tri- and semi-weeklies; only a handful were dailies.

It may seem strange that their "printers"—the 18th century equivalent of publishers—did not push for on-the-scene reporting of the convention's deliberations. The rights of the press were not well-defined in that era, and it was not unusual for the press to be excluded from major functions.

A study of newspapers published from May through September 1787 found that "the right to detailed reports on the Convention was something of which (printers) hardly dreamed, much less demanded. . . ." The study was conducted by journalism historian Victor Rosewater and published in Journalism Quarterly in 1937—the 150th anniversary of the convention.

The notion to meet in secret was not universally shared. Notably, Thomas Jefferson, who was then ambassador to France, argued from afar against excluding the press.

In the end, however, the decision was made to close the Pennsylvania State House in Philadelphia to all except delegates. A major reason was that principal delegates such as James Madison planned a radical departure from the country's charter of government, the Articles of Confederation, instead of only a revision as had been planned. In a closed forum, they believed, delegates would be more inclined to speak their mind.

The emphasis on secrecy can be illustrated by an incident during the convention. According to one delegate who took notes for posterity, presiding officer George Washington at one point offered this admonition: "Gentlemen, I am sorry to find that one member of this body has been so neglectful of the secrets of the convention as to drop in the State House a copy of their proceedings. . . . I must entreat the gentlemen to be more careful. . . ."

The secrecy factor was a topic for discussion in the newspapers, too. On June 2, 1787, the Pennsylvania Herald and General Advertiser of Philadelphia wrote: "Such circumspection and secrecy mark the proceedings of the federal convention that the members find it difficult to acquire the habit of communication even among themselves . . . and the anxiety of the people must be necessarily increased by every appearance of mystery in conducting this important business."

While waiting for the convention to end, newspapers also published letters from citizens about the momentous meeting and about the status of the country six years after Britain's Lord Cornwallis surrendered at Yorktown. Written by people using names such as "A Connecticut Farmer" or "Observer V," the letters reflected problems of the day and, in some cases, the hope that solutions were being found at the convention.

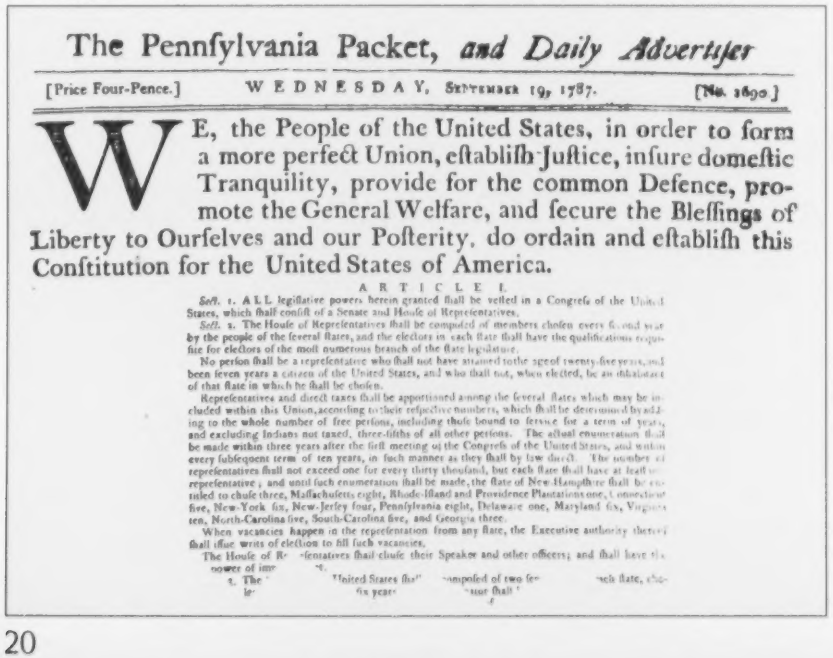
After the convention adjourned on Sept. 18, 1787, the text of the Constitution was reprinted in nearly all papers. The first to do so—on Sept. 19—was the Pennsylvania Packet and Daily Advertiser of Philadelphia [presstime, July 1987, p. 88].

This reprinting marked the first time that political news dominated space in American newspapers. Until then, the printed news concerned mostly mercantile and civic matters.

In the months that followed the convention,the newspapers were very active. Anonymous letters poured in commenting on the trade imbalance and lingering British occupancy of certain U.S. territory as well as expressing the optimistic view that America's new government would fix past shortcomings.

For example, "A True American" wrote

Pease, a Duke University senior, was a summer intern at presstime.



The Pennſylvania Packet, *and Daily Advertiſer*

[Price Four-Pence.] WEDNESDAY, SEPTEMBER 19, 1787. [No. 2690.]

WE, the People of the United States, in order to form a more perfect Union, eſtabliſh Juſtice, inſure domeſtic Tranquility, provide for the common Defence, promote the General Welfare, and ſecure the Bleſſings of Liberty to Ourſelves and our Poſterity, do ordain and eſtabliſh this Conſtitution for the United States of America.

ARTICLE I.

Sect. 1. ALL legiſlative powers herein granted ſhall be veſted in a Congreſs of the United States, which ſhall conſiſt of a Senate and Houſe of Repreſentatives.

Sect. 2. The Houſe of Repreſentatives ſhall be compoſed of members choſen every ſecond year by the people of the ſeveral ſtates, and the electors in each ſtate ſhall have the qualifications requiſite for electors of the moſt numerous branch of the ſtate legiſlature.

No perſon ſhall be a repreſentative who ſhall not have attained to the age of twenty-five years, and been ſeven years a citizen of the United States, and who ſhall not, when elected, be an inhabitant of that ſtate in which he ſhall be choſen.

Repreſentatives and direct taxes ſhall be apportioned among the ſeveral ſtates which may be included within this Union, according to their reſpective numbers, which ſhall be determined by adding to the whole number of free perſons, including thoſe bound to ſervice for a term of years, and excluding Indians not taxed, three-fifths of all other perſons. The actual enumeration ſhall be made within three years after the firſt meeting of the Congreſs of the United States, and within every ſubſequent term of ten years, in ſuch manner as they ſhall by law direct. The number of repreſentatives ſhall not exceed one for every thirty thouſand, but each ſtate ſhall have at leaſt one repreſentative; and until ſuch enumeration ſhall be made, the ſtate of New-Hampſhire ſhall be entitled to chuſe three, Maſſachuſetts eight, Rhode-Iſland and Providence Plantations one, Connecticut five, New-York ſix, New-Jerſey four, Pennſylvania eight, Delaware one, Maryland ſix, Virginia ten, North-Carolina five, South-Carolina five, and Georgia three.

When vacancies happen in the repreſentation from any ſtate, the Executive authority thereof ſhall iſſue writs of election to fill ſuch vacancies.

The Houſe of Repreſentatives ſhall chuſe their Speaker and other officers; and ſhall have the ſole power of impeachment.

3. The United States ſhall be compoſed of two ſenators from each ſtate, choſen by the legiſlature thereof, for ſix years; each ſenator ſhall

in The Massachusetts Centinel of Boston on Sept. 29, 1787: "Should the several states agree (and there appears but little doubt remaining that they will) to adopt the federal system, we shall at once be acknowledged our proper rank among the nations of the earth—our laws respecting trade will be such as will soon convince the British nation that unless she will consent to deal with us upon terms of reciprocal advantage, her vessels will not be admitted to our ports...."

Another letter published on Sept. 29 dealt with freedom of the press, which at that time was established only on the state level. Carried by the Independent Gazetteer of Philadelphia, it stated: "At the glorious period of our Independence, the newspapers were filled with publications against as well as for that salutary measure: and I am clearly of opinion, that the Liberty Of The Press—the great bulwark of all liberties of the people—ought never to be restrained (notwithstanding the honorable Convention did not think fit to make the least declaration in its favor)...."

The most famous letters about the new Constitution were written by John Jay, John Hamilton and James Madison under the pen name "Publius." This series of 85 letters is known as *The Federalist*. They were written to help elect pro-Constitution delegates to the ratifying convention for New York state. The series of letters explained, in great detail, the entire Constitution.

Initially, the ratification effort failed in New York. However, the writings of "Publius" had a major impact on other states because newspapers widely reprinted them.

Newspapers also used cartoons to convey their messages because printed letters such as *The Federalist* were often thought to be above the language of the common man. The first cartoon to appear in a U.S. newspaper, the Pennsylvania Gazette of Philadelphia, gave readers a visual image that complemented letters supporting ratification: It showed a severed serpent, with each segment representing one of the 13 original states.

The ratification period also produced America's first cartoon series, the "Federal Edifice." As the states one by one ratified the document, the cartoon showed another column being erected in the building of the new country.

To assure ratification by Massachusetts, New Hampshire, New York, South Carolina and Virginia, the federalists drafted a Bill of Rights containing 10 amendments to the Constitution. The document was approved by Congress in 1789 and ratified by the states two years later. Among its many provisions were the First Amendment guarantees of freedom of religion, speech, press, assembly and petition. □

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What To Call TMC?

Newspapers giving birth to non-subscriber publications assign their offspring names that reflect purpose and coverage area

BY PAUL ADAMS

If a newspaper had an offspring, what would its name be?

That has been the question for many U.S. newspapers spawning ancillary papers to achieve total- or target-market coverage. While parent newspapers usually are bound by tradition to old and sometimes quaint names [**presstime**, July 1985, p. 18], TMC publications give editors a chance to coin a fresh nameplate for modern tastes.

TMC papers, though intended for non-subscribers, are highly identified with the parent newspapers, a recent survey conducted at Louisiana State University found. Some newspapers, like people, designate their TMC products "Junior" by adding "Plus" or "Extra" after their regular names.

Thus, in Newton, Iowa, the TMC product is the Daily News Plus. In Baltimore, it's the Sun Plus. The Times Republican of Marshalltown, Iowa, shortens the TMC name to TR Plus. "Extra" is added to the name of the Kentucky Post in Covington and The Herald in Sapulpa, Okla.

Just plain "Plus" gets the call for The Tribune-Democrat of Johnstown, Pa. But perhaps parlaying off newspaper lore is the solo name "Extra" in Fort Dodge, Iowa, Galesburg, Ill., Augusta, Ga., and Norfolk, Va.

Geography often offers the peg for a name. Some names encompass the area outside the city of publication, such as Mountain Guide for the TMC product of Salida, Colo., the Desert Advertiser of Indio, Calif., or the Tri-State Free News of Middlesboro, Ky. The area narrows for the Mid-Valley News and Greensheet of Chico, Calif., and the Twin County Weekly News of Alamogordo, N.M. For larger papers such as the Charleston (W.Va.) Gazette, the TMC publication becomes Metro North or Metro West or Metro East. In contrast, for the Park Papers of St. Lawrence in Ogdensburg, N.Y., the new TMC name is Rural News.

Newspapers combine geography and goodwill to produce Neighbors in Kingsport, Tenn., and Good Neighbors in Richmond, Va. There is simply Hometown in Worcester, Mass.

Some newspapers take care of naming their offspring by looking at the calendar. Thus, there is the Weekly American in Poplar Bluff, Mo., the Star Weekend in Terre Haute, Ind., and Wednesday Plus in Quincy, Ill.

Also in the news-related genre are County Courier in Barre, Vt., Community Life in Del Rio, Texas, Currents in Vicksburg, Miss., The Review in Elwood, Ind., and the Weekly Sampler in Louisville.

For a closer look at entertainment and lifestyle issues, consider the Celebrity of Westchester Rockland Newspapers, White Plains, N.Y., and The Spotlight of Lansdale, Pa.

The news value of TMC publications is recognized in the Parker County News of Weatherford, Texas. And what could be better focused than The Localizer of Ellensburg, Wash.?

Most newspapers start TMC publications because of advertising needs, however. Thus, a Buyers Guide is distributed in Superior, Wis., Yankton, S.D., and Pleasanton, Calif., while Greenville, Mich., has The Buy Line. The Commercial News of Three Rivers, Mich., publishes a Penny Saver, The Union of Grass Valley, Calif., has a Dollar Saver, and the Belleville (Ill.) News-Democrat an UltraSaver. Non-subscribers to the Daily News in Ludington, Mich., get a Shopping Guide.

Other advertising-related names include TMC (The Merchants Choice) in Pauls Valley, Okla., The Merchants Advocate in Fort Pierce, Fla., and The ADvantage in New Castle, Pa.

Finally, some colorful names defy generic classification. They simply fit their markets. The Sunflower stands tall as an example for Pratt, Kan., Brightside reaches residents of West Palm Beach, Fla. And Interlude of Michigan City, Ind., perhaps signals a wait until the next newspaper offspring arrives. □

Adams is associate professor at the Louisiana State University School of Journalism, Baton Rouge.

Dave Ehren, Seattle Post-Intelligencer

Seattle Post-Intelligencer's Offley interviews Sgt. Joseph I. Herrera during an air-drop exercise at Fort Lewis, Wash.

Despite the defense buildup, coverage of local installations lacks uniform emphasis

BY JACK DORSEY

Twenty years ago when Archie McKay looked around the newsroom of the Valdosta (Ga.) Daily Times, most of the male reporters and editors there were veterans of military service. They were the products of national conscription, which ensured that almost every physically qualified male teenager knew what boot camp and basic training were all about.

But most of the people who have joined his news staff since 1973, when the draft was ended, lacked military service, says the paper's managing editor. "I can look around now, and the publisher and I are the only ones with military experience," he says.

Of those in the newsroom, McKay and the publisher probably are the only ones who know there is a difference between a Bradley fighting vehicle and an M-1 Abrams tank. They know, too, the difference between the rank of an Army corporal and a Navy second class petty officer.

Some people in the newsroom don't know the difference between a sergeant major and a major general.

And that, according to a number of editors and military reporters, may be one of the reasons newspapers are being criticized for not being in step with the military in their coverage of the defense establishment—and the multibillion-dollar defense buildup of the 1980s. Of course, one does not have to be a physician to cover the medical beat, nor a lawyer to cover the courts. Still, everyone agrees that it doesn't hurt for a reporter to have some expertise in a specialized field he or she covers.

Not only is military experience becoming an increasing rarity in the nation's newsrooms, but very few of the 1,650 U.S. daily newspapers have seen fit to create a full-time beat for covering local military installations. Interviews with Pentagon public affairs officials and a **presstime** survey of 35 newspapers published near military facilities turned up the names of just 27 such reporters.

Much more typical is the Valdosta paper (evening, circulation 18,146), in its coverage of Moody Air Force Base, 10 miles northeast of the city.

Moody, with 3,350 active-duty members and 5,500 dependents, is home to the 347th Tactical Fighter Wing, the 1878th Communications Squadron and a detachment of the 3rd Weather Squadron. Considered a small base compared with those around San Antonio, where 75,000 Air Force members are assigned, Moody requires only sporadic coverage from McKay's staff.

Dorsey has worked for the Norfolk newspapers for 25 years, the past nine as military affairs writer. He was named UPI's journalist of the year in Virginia in 1980. Dorsey was in the Army National Guard for six years; his father is a retired Air Force colonel, and his late father-in-law was a Marine colonel.

"We cover it, of course," he says. "We have guys go to the exercises, changes of command and do the general housekeeping kinds of stories." The airmen and their families are considered valuable subscribers, he adds.

The paper's government or general-assignment reporters dog the hard stuff, sometimes with help from the Washington bureau of the Daily Times' parent Thomson Newspapers' Group. Frequently, it's the closest available reporter who will be assigned spot news coverage of, for instance, a plane crash.

Like all good newspaper people, those assigned to complex military stories do the best they can with what knowledge they can obtain. But it's sometimes left to the senior editors—those who still remember how to salute—to catch the tiny errors before they creep into print and totally embarrass the newspaper.

An example of one that slipped by:

A somewhat seasoned reporter, trying to capture the scene in a Virginia Beach restaurant last year for a feature story, wrote that "a Navy colonel" had done such and such. For a military town like Virginia Beach, populated with thousands of members from all service branches, it was almost enough to cause the silver eagle on the officer's collar to take flight in disgust when the error was published. Navy and Coast Guard officers with such rank are captains. Army, Marine and Air Force officers are colonels.

It is that kind of mistake, albeit small, about which the Pentagon experts rightly complain.

Call a battleship an aircraft carrier or an Air Force F-15 Eagle a bomber, and the credibility gap widens even more. (The F-15 is a fighter). Make errors in stories about the Strategic Defense Initiative or Army training and doctrine, and the distrust becomes universal.

Or, as happened with the Associated Press in mid-June, publish

Make errors in stories about the Strategic Defense Initiative or Army training and doctrine, and the distrust becomes universal.

a photograph and caption of an Army soldier fainting on the parade field, but label him a Marine, and all hell breaks loose.

On the other hand, the defenders of the Fourth Estate argue, the military could do more to explain to the media enough about its high-technology, scientific world to help make journalists less ignorant.

"Part of the fault is ours," says Navy Cdmr. Tony Hilton, director of the Broadcast Department at the Pentagon's Defense Information School at Fort Benjamin Harrison, Indianapolis. Each year, about 250 officers and 1,800 enlisted personnel from all service branches roll through the school, a training ground for those who plan to specialize in military public relations.

"We don't aggressively grab you to show you what we've got," Hilton says. "Then again, you sometimes tell us you have to mow the yard today and will look at our ship tomorrow. Then, when a crisis turns up, the reporter writes errors in his story and the military condemns the reporter."

That, he says, is as much the result of the public information officer's not working harder and insisting that the reporter be dragged to an orientation session, as it is the reporter's fault for not making a stronger effort to learn.

When those efforts aren't made, mistakes will occur, Hilton says. "I jumped on our (Indianapolis) paper's case just last week when they wrote about 'Lt. David Robinson,'" the star basketball player who graduated from the U.S. Naval Academy last spring. "I said, 'You just promoted him three pay grades (to the equivalent of an Army captain). The reporter was familiar with the Army, and he assumed Robinson was going to be a lieutenant."

Robinson's rank is ensign, the equivalent of an Army, Air Force or Marine Corps second lieutenant.

"It's little things like that that frankly cost the newspaper credibility," Hilton says.

Some senior newspaper executives, such as Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co. and a former chairman of ANPA, believe local coverage of the military merits increased emphasis. Andersen views the coverage of military installations in a newspaper's circulation area as important for the community and for the country at large.

"A military installation has an importance, obviously, to the country and needs to be regarded as a subject to be covered fairly from that standpoint," he says. "Secondly, of course, a military installation can indeed have an effect on a community's payroll. That is an additional reason to give it fair and comprehensive coverage."

The one warning Andersen has for those covering community military facilities is not to allow the economic clout of such a facility to compromise the coverage. "I suppose there is always the suspicion someone could voice (that) because a community becomes dependent on some of the economic vitality of such a base, that it will color your coverage or attitude toward the

Some Tips on What To Do and

Following are some hints on what to do, and not do, when approaching the military about covering a story.

DO:

- Prepare and prepare well. The media officers you will be dealing with have been trained never to go into a news conference, talk show or any arena without having done their homework. Nor should you. They have thought of every nasty question you will ask. They know their subject better than you do.
- Be willing to give the public affairs officers a flavor of what you are planning to write. No one likes to be blindsided. They may be able to determine quickly fact from rumor and allow you a better perspective on a story.
- Agree to allow the public affairs officers a certain amount of time in which to answer your questions. They frequently have to go to the commanding officer involved to get some questions answered, and, unfortunately, a whole gaggle of people end up massaging the answers. But it is the way both the Pentagon and those in the field work. At the same time, emphasize your deadline.
- Remember that the answers you receive from a military public affairs officer will be as self-serving as they would be from any other industry's spokesman.
- Know the difference between "background," "not for attribution" and "off the record." They mean different things to different people. If you get them mixed up, you've just burned whatever source you tried to cultivate.
- Learn who the chiefs of information are for each of the service branches. They normally are general or flag-rank officers located in the Pentagon who have a direct line to the service chiefs, or other high-ranking military officers. They also can nip in the bud any potential problem you may be having with military spokesmen in the field. Use it as a last resort, though.
- Work hard on gaining trust from the military spokesmen you will be dealing with. It will take some time, but, as with any beat, it pays off. The problem is that these spokesmen are reassigned every 18 months to three years, and you'll find yourself doing this frequently.
- Make frequent visits to the base, post or military facility you will be covering. Ask for a command briefing initially, followed by a background interview with the commanding officer. That individual will feel more relaxed if not being quoted directly. Ask for an on-the-record interview later, once the commanding officer knows a little about you. It's a good way to break the ice.
- Agree to submit a list of questions before an interview, if that is what the command asks. This practice has become a way of life among military officials. Although it differs from other beats, it probably is a good idea when you are posing far-reaching questions that the military commander may want to be briefed on ahead of time.
- Encourage your editors and publisher to arrange an editorial conference, maybe even a luncheon,

defense budget. I think that is something those in our business should be aware of and be careful not to give the skeptics reason to criticize us on."

Omaha is headquarters for the Air Force's Strategic Air Command, and Andersen says that through intense coverage, "You can see its mission and get to know the people. That can be an asset in understanding the military's mission in your area—and indeed, (understanding) the larger national security arena."

INSTALLATIONS SCATTERED ABOUT. The military has planted 874 such bases, posts, stations and other facilities around the nation where its 2.1-million uniformed members work, live and play. (See map.) They range from tiny Campion Air Force Station in Galena, Alaska, with only three personnel, to the Norfolk Naval Base complex where 110,000 sailors and Marines operate 127 ships, 59 aircraft squadrons, 83 other fleet commands and units, and 78 shore activities. It is considered the largest military complex in the world.

There is little doubt that the military is thoroughly covered at the Pentagon. Correspondents fan out through its corridors daily to check the pulse of the generals and admirals, reporting on everything from the current conflicts in the Persian Gulf to what new helmet the nation's soldiers will wear.

But just how are newspapers around the country covering the military installations in their circulation areas—the trenches where the soldiers work?

Well in some places but not so well in many others, according to a sampling of newspaper executives and military officials who have seen little, if any, increase in the local coverage of the defense industry. Except in a few areas, they say, President Reagan's defense buildup during the past six years has not been paralleled by a significant increase in local news coverage of the military.

Big newspapers that happen to have large military installations near them generally do have a military correspondent keeping tabs on their activities. But the small paper, located in the desert of Nevada or the mountains of Montana, has precious few resources, or reasons, for making the military a full-time beat.

The Seattle Post-Intelligencer (morning, 203,726) is one newspaper that last year added a full-time military beat to its staff. It chose Edward P. Offley, a former editorial writer, as military

Number of Bases with at Least 300 Active-Duty Personnel

Source: The Times Journal Co., Springfield, Va.

Not to Do In Military Reporting

with the area military commanders—and do it on at least an annual basis. It's a tremendous opportunity to explain the mission of the press and vice versa.

DON'T:

• Bluff, threaten or assume. The military officials you deal with are professionals, too. More and more are journalism graduates who have had practical experience. Chances are they already know more than you do about the subject matter involved. They'll help you if you treat them as you would a public relations expert from General Motors, the medical community or another professional organization.

• Allow military officials to hide behind a veil of unnamed officials. Use their names whenever possible, resorting to "base official," "Pentagon spokesman," etc., only if it is truly necessary. Your readers will appreciate the effort.

• Burn a military spokesman if you ever plan to use him or her again. That person's memory is long.

• Sneak on a base, using your uncle's car with the base sticker. If you're caught, your credibility for being truthful with the military is shot. You don't need that hassle. Be forthright, ask for permission to go on the base. If permission is denied, then raise hell all the way to the Pentagon if need be. If a soldier, sailor or airman wants to see you and doesn't have a car, arrange to meet him or her outside the gate; then go to a civilian location and talk.

• Ever think you know enough about your subject. It is a necessity for a reporter covering military affairs to study intensively.

• Forget the political implications of a military story. There usually are reasons for the armed services to suddenly switch plans in mid-stream. (Why, for example, did the Navy relocate its new E-6A TACAMO submarine communications plane at Tinker Air Force Base in Oklahoma City, rather than near the coast where it will fly? It turned out that one of the main reasons was that Rep. Mickey Edwards [R-Okla.] led the fight in the House to restore contra military aid last June 25. A week later, Edwards announced the Navy had selected Tinker as the base for the E-6.)

• Wait until right on deadline to contact a military press officer with questions about the story you are writing. Like any organization, the military has to coordinate, and your demand for an immediate answer probably won't be satisfactory.

• Call the military press office after hours or on weekends unless you must. During those times, you will be dealing with some duty officer whose level of expertise is most likely uneven. He or she is just like the person on your news desk pulling weekend duty. Try to have a home telephone number of an expert you can deal with.

• Become complacent with a single "expert" for your stories, especially those from the "think tanks." Remember, they most likely are retired senior military officers, or university professors whose expertise may be limited and biased. Develop a cadre of experts. —*J.D.*

"It is like covering any other technical beat. You have got to understand the vocabulary, the culture. You are working almost like a translator."

reporter. The decision to expand the beat from what had been a part-time effort came from Executive Editor J.P. Alexander.

Alexander says that prior to his arrival at the P-I 18 months ago, the beat had not been covered very thoroughly, despite the vast presence of the armed forces in the area. "I told my management staff that it seemed to me the military coverage we did had focused on the protests and not on the military. I wanted to change that."

With Offley, whom Alexander credits with having a keen interest in the national impact of what the military does in the Seattle area, the paper has been able to expand its military coverage tremendously.

"We are going to cover all sides of it, from the people lying down in front of the (nuclear-weapons-carrying) train, to the environmental hassles and whatever problems the new Army hospital will cause," Alexander says. "But we also will cover what all this means strategically and in terms of national policy. That is the kind of coverage I want. We are not really interested in the traditional coverage—the retreats and changes of commands.

"I may be a little more sensitive to military coverage than a lot of editors around an area where the military has an impact," he adds. "There are few places in this country where there isn't a military base within 100 miles. But here, and in San Diego and Washington, D.C.—places where I've worked—it is very obvious the military is a big part of those areas."

Offley's beat has become the entire state of Washington. It includes: the Navy's Trident submarine facility at Bangor, plus four support bases on the Puget Sound; the Whidbey Island Naval Air Station, home of the Navy's A-6 Intruder Medium Attack Wing and a reserve patrol squadron; the Puget Sound Naval Shipyard; and the Seattle Naval Station. In addition, at Fort Lewis is the headquarters for the Army's I Corps, which has as its main responsibility the entire Pacific and Korean areas. The headquarters for the Infantry Division also is at Fort Lewis, as is a major special operations Ranger battalion. In Spokane is Fairchild Air Force Base with its KC-135 tanker and B-52 bomber wings. At McChord Air Force Base near Tacoma is the 62nd Military Airlift Wing.

BIG BUSINESS. Lastly, Offley's newspaper is interested in the economic impact the aircraft carrier Nimitz and 12 other warships will bring to Everett, Wash., beginning in 1993. Under a major initiative launched by former Navy Secretary John F. Lehman Jr., the Navy plans to add 10 new ports to the 18 already in existence. The new ports will reduce the crowded conditions and other deficiencies at current bases, providing modern facilities for some 64 surface ships.

Two sites—Staten Island, N.Y., and Everett—were funded in the last two federal budgets. Funds for eight more ports are requested between now and 1992. The Navy will spend $846 million on the home-porting projects, including $235 million for Staten Island, $272 million for Everett and $339 million for the others.

The reassignment of the carrier Nimitz and its escort ships means big business for the Everett community. And the Post-Intelligencer has taken great pains in the past few years to let its readers know what such a major influx of defense dollars will mean—or won't mean if Congress scuttles the program.

The Navy says the population in Everett will grow by 21,000 and payrolls by $300 million after 7,500 sailors and 13 ships are based there when the port is completed by 1993. The Navy predicts 7,600 new housing units will be needed off base for port personnel.

"There is a heavy military presence in this place, and to some degree it is seriously undercovered by everyone," says Offley. "I'm running 13 to 14 hours a day just to get familiar with the incredible diversity of activity here. The only thing we don't have is a major Marine Corps base. We even have the Soviets right off the coast."

Learning the ropes and developing the new beat has been a significant job, Offley says. He has cultivated the military public affairs officers, read every periodical he can find on his subjects and visited the Pentagon where "I got more paper out of Washington than did J.J. Pollard (the former Navy intelligence analyst convicted of spying for Israel)."

Those visits are beneficial, he says. "The biggest challenge is to just understand this global infrastructure which doesn't follow straight lines. You need to understand why the Tridents (ballistic missile submarines) are getting their war orders from the President and not the Pacific Fleet, and that just because a B-52 is 20 years old that doesn't mean it is on a suicide mission every time (it flies), because its avionics are brand new.

"I suppose it is like covering any other technical beat. You have got to understand the vocabulary, the culture. You are working almost like a translator," says Offley, who rose to the lofty rank of seaman (pay grade E-3) during his brief tour in the Navy.

"The military is a command organization where information is guarded, and the journalists are a ragtag bunch of curious people who want to find out what goes on. Therein lies the conflict," he says.

But it can be solved, or at least lessened, if the reporter makes a bold attempt.

Offley likens the job of covering a military beat to that of a friend who was visiting in Greece but had taken the time to study the language before she arrived. "Because she made the step across the barrier between them, she won their confidence and help. Likewise with the

Asbury Park Press' Walsh talks with Maj. Gen. Francis R. Gerard of the New Jersey Air National Guard, Trenton.

military. If they perceive you trying to understand them, then this gap shrinks dramatically."

While trying to cover a story concerning a Ranger battalion—possibly one of the hardest groups of combat soldiers in the Army to become friendly with—Offley let it be known that his grandfather was a retired colonel who loved to play the song, "The Yellow Rose of Texas." "These guys warmed up to me completely because they realized I knew their theme song and that I cared at least a little bit about them. That made it a hell of a lot easier, and we worked together."

WHO DOES WHAT. Even more than in Seattle, the military shapes the economy and lifestyle in places like Norfolk, San Antonio and San Diego, and all of the daily newspapers published there have full-time military beats.

The Virginian-Pilot (morning, 143,093) and The Ledger-Star (evening, 79,043) of Norfolk have had a military writer since before World War II. At times the papers have assigned two reporters to the beat, plus a columnist who concentrates on the lighter side of military life in Norfolk and an editorial assistant who prepares the routine "military briefs" column. Elsewhere on the staff, one reporter has responsibility for covering the Coast Guard, another the naval shipyard industry, and one or two part-time correspondents concentrate on military life for the newspapers' six local tabloid sections.

Sandra M. Rowe, executive editor and vice president of the Norfolk papers, notes that "almost one-fourth of the population of our area are active-duty military, dependents or retired. It is the single largest segment of our readers."

The newspapers have expanded their military coverage in the last year to include a regular human-interest column, and they plan to continue to improve and expand coverage of local and national issues of importance to the military community, she says. "Our focus cannot be narrow and only Pentagon-related. The Navy community here is involved in every facet of community life in Hampton Roads. They sit on the boards of civic organizations, they coach Little League. Many non-military businesses depend on the military support for their survival. We intend to provide the breadth of coverage—whether the story has a Washington dateline or a Virginia Beach one—that our military readers deserve."

The Norfolk area, in addition to its heavy Navy populace, also takes in three major shipyards, the headquarters for the Air Force's Tactical Air Command, the headquarters for the Army's Training and Doctrine Command, NASA's Langley Research Center and the headquarters for the Supreme Allied Commander Atlantic—the only NATO base on U.S. soil. Economists reckon that the area's 1.3-million population includes a "military family" of active duty, retired, dependents and civilian defense workers that numbers about 500,000.

A heavy military concentration also is present for the San Antonio Express-News (all-day, ₮78,812) and San Antonio Light (all-day, 142,407), with 75,000 to 80,000 soldiers and airmen stationed at nearby Fort Sam Houston, Brooks AFB, Kelly AFB, Lackland AFB and Randolph AFB.

Express-News Executive Editor Bert Wise notes his paper has had a military writer "for years and years." The military is covered probably more than the area schools, he says, and generally has been the beat to which the rising stars have been assigned.

Other examples of newspapers in places where high military presence has warranted specialty coverage include The San Diego Union (morning, 252,686) and The Tribune (evening, 123,087), where the other half of the Navy resides; the Colorado Springs Gazette Telegraph (all-day, 112,404), serving the home of the Air Force Academy; and The Florida Times-Union (morning, 160,405) and Jacksonville Journal (evening, 41,340), published in a city that is base for 35 Navy vessels, including two aircraft carriers, and 47 aircraft squadrons.

Don Kohlbauer, The San Diego Union and The Tribune

Discussing F-14 Tomcat fighters at Miramar Naval Air Station are Burgess of the San Diego papers and Lt. Cmdr. Ellis D. Woumnm.

San Diego, while the nation's second-largest Navy town, also is its seventh-largest city. As a result, the newspapers are very heavy on specialty reporters, such as two assigned to education and one each to environmental issues, medicine, AIDS and other subjects. Says Alfred JaCoby, assistant managing editor: "I've been here 35 years, and as long as I can remember we've always had a full-time military reporter. Generally, he has been a former military person or had considerable military experience."

The current military affairs writer there, Tom Burgess, is a former naval officer and public affairs specialist. Burgess, notes JaCoby, has the experience to cover the military on a large scale.

"We are not as consistent in our coverage of routine things, such as changes of commands," JaCoby says. "We look more for big interest stories on a national basis as well as a local basis." And covering the human side of military life is something JaCoby

"It's difficult to cover. But there is a lot of taxpayer money at stake, and I think it is just as important to watch from the bases as it is from the Pentagon."

would like to do more of. "I wish we could do a better job day by day, letting San Diego know what it is like to be in the military," he says.

The Union and Tribune have not increased their coverage of the military since Reagan's defense buildup began, primarily because the coverage has always been heavy, he says. Besides, there is other news.

"The military no longer dominates the community. The last, major city/military hassle was over the construction of the Navy hospital," JaCoby says. Community leaders were not that interested in the 600-bed facility that would draw an additional 2,500 active-duty personnel and 4,000 dependents to an already-crowded city. But the Navy finally won, and the hospital is now in its final construction stages.

LINGERING RESENTMENT. Occasional disagreements and friction between the military base and the local press are not unusual, but some in the press speak of a deeper problem. In San Antonio, editor Wise says relations between the Express-News and the military are generally good. "But there is something I can't understand. The military in recent years is terribly suspicious of everything we do. I have been in two wars, the publisher was in one. We know most of these (military) guys, but I still can't convince them we publish positive stories most of the time."

The military field officers seem to have preconceived views about journalists who cover the Texas bases, he says. The officers' "minds are made up."

Such attitudes are by no means confined to the Lone Star state. Thomas W. Jobson, managing editor and vice president of the Asbury Park (N.J.) Press (evening, 139,954), says he and his military affairs reporter, Edward L. Walsh, also encounter them from time to time. The Press takes in the Army's satellite and communications command at Fort Monmouth, the Navy's major East Coast weapons station at Earle and the Navy's air engineering center at Lakehurst.

While those commands are relatively small, the issues they frequently generate aren't, says Walsh, a former Marine officer and a 37-year veteran of the newspaper business. Walsh, who covers the military only part-time, sharing it with other beats such as transportation, believes he presents the military in as fair a light as possible.

Some of his paper's younger reporters are constantly complaining about the nuclear weapons that are stored at the Earle facility, he says. There is a lot of uneasiness about what a lightning strike might do to the place.

But Walsh, who has seen the effects of the atomic bomb—he was with the 2nd Marine Division which went into Japan after the bombings of Hiroshima and Nagasaki to end World War II—has compassion for the duties of today's serviceman.

He also wants to help educate a relatively naive nation about the uniformed services. "I try to help the younger people as much as possible. Most wouldn't know a corporal from a major general," he says.

Tensions between the military and the press are a fact of history. For example, the cover story in the July-August 1987 issue of American Heritage magazine, "Sherman Bashes The Press," quotes newly available letters written during the American Civil War by Union Gen. William Tecumseh Sherman. In them, Sherman denounced press coverage in words such as these written to a U.S. senator in 1863: "Now I know and every officer knows that no army or detachment moves or can move that is not attended by correspondents of hundreds of newspapers. . . . They publish without stint positive information of movements past & prospective, organizations, names of commanders, and accurate information which reaches the enemy with as much regularity as it does our People. . . . So that no matter how rapidly we move, our enemy has notice in advance. To them more than to any other cause do I trace the many failures that attend our army. While they cry about blood & slaughter they are the direct cause of more bloodshed than fifty times their number of armed Rebels. Never had an enemy a better corps of spies than our army carries along, paid, transported, and fed by the United States."

In the modern era, the Vietnam War was the catalyst for a souring of the atmosphere and relationships between the military and the press. A contributing factor was the satellite-communications system that made it possible for the day's battle to enter the evening news programs back home, which caused resentment from troops in the field and brass in the Pentagon.

Today, there is some lingering reluctance on the part of base commanders who are veterans of Vietnam.

"I've got no use for them on my post, around my troops or in my home," said an Army lieutenant colonel addressing a military/media seminar last year at the Naval War College in Newport, R.I. "They can only cause me trouble. If there's something I need to tell them, I'll do it through a PIO (public information officer)," he said.

Following the exclusion of the press from the U.S. invasion of Grenada in October 1983, ANPA and the American Society of Newpaper Editors made a renewed effort to improve relationships with the military. To ensure newspapers would not be excluded from Washington-based press pools, ANPA gave the Pentagon a list of Washington bureau contacts to be used for pool callups. And in early 1985, then-ASNE President Robert P. Clark wrote the assistant secretary of defense for public affairs, Robert B. Sims, saying the editors were concerned about what appeared to be distrust and misunderstanding, perhaps even hostility, between the two.

What evolved was a series of press-military seminars that would allow both sides to become more familiar with one another's problems. At the local newspaper level, press tours of military bases were encouraged, and the military was invited to take a first-hand look at the newspapers. The service branches have begun planning more "media days" to introduce reporters to their commands. A few newspapers responded by having the military in for an editorial conference or an informal luncheon.

Those efforts took place about the time a detailed poll was released by the Army War College—the incubator for future generals and other military leaders—that found a high level of distrust and dislike for the news media.

The poll was conducted as a term paper and class project by one of the students, Lt. Col. Gerald W. Sharpe. It became a widely quoted essay about the conflict between the journalism and military professions. Sharp traced the friction back to the European wars of the 18th century, quoting Napoleon that

"three hostile newspapers are more to be feared than 1,000 bayonets."

Fifty-one percent of the 105 senior-grade officers who responded to the poll at the prestigious school at Carlisle Barracks, Pa., had a "negative" or "very negative" attitude in general toward U.S. newspapers, television and news magazines.

The officers also found the news media ignorant about the military, with 66.1 percent saying reporters have little or no knowledge about the Army.

Those outside Washington who cover the military full-time may agree that their knowledge of specialty weapons systems and military doctrine may not be perfect, but it is not for want of trying.

Sgt. 1st Class Keith Riley, Defense Information School

Officers examine photographs as part of the journalism and public affairs training at the Defense Information School.

"I am overwhelmed, sometimes," says Sue McMillin, military reporter for the Colorado Springs Gazette Telegraph. "There are times when I feel inadequate writing about things in the space industry. But I have found that if you ask for someone to explain how it works, you have pretty good luck."

McMillin covers the military space program, the Air Force Academy, NORAD (North American Aerospace Defense Command) Headquarters, the Fort Carson Army infantry post and several smaller facilities scattered around the state. "It's difficult to cover," she says, "but there is a lot of taxpayer money at stake, and I think it is just as important to watch from the bases as it is from the Pentagon." A number of small townships in the Gazette Telegraph's circulation area are worried about sonic booms, base expansions and the stress placed on their two-lane roads, she reports.

Not every reporter is anxious to cover such a beat, says Michael J. Nyenhuis, military writer for the Florida Times-Union and Jacksonville Journal. "It's a high-profile beat, and there are a lot of good perks," he says, such as getting out of the country on occasion to follow local troops overseas, flying with the Blue Angels flight demonstration team and riding in a ship at sea.

"But a lot of people wouldn't consider applying for this beat because of the red tape involved in dealing with the Navy public relations machine. It's frustrating. It's much easier to cover city hall, walk into the mayor's office and start talking," Nyenhuis says.

His assignment takes him to three major naval bases—Mayport Naval Station, home port for nearly three dozen ships; Jacksonville Naval Air Station, where a patrol wing, helicopter anti-submarine warfare wing and naval hospital are located; and Cecil Field Naval Air Station, the East Coast base for three carrier air wings.

He receives support from the papers' Washington bureau and, as in the recent USS Stark tragedy, is lent the entire assets of the papers' staff when such a major event calls for it. (The Stark, which lost 37 crewmen in the May 17 missile attack in the Persian Gulf, is based at Mayport.)

In general, Nyenhuis says, "I find the local public affairs people to be real helpful, even in instances where we're looking for information that may be construed as negative. I have no complaints on the PIOs here. But lots (of complaints) in Washington . . . where it may not be all their fault.

"One instance not long ago: I was doing a story on aircraft accident rates for 1986, and the Navy would not set up a telephone interview with a person at the Navy Safety Center (in Norfolk) who studies those figures. I found him on the phone, and he said he'd be happy to talk to me but asked if I had gone through the (chief of naval information) news desk in Washington. He said he would feel more comfortable doing it that way.

"I called the (Navy's) news desk, and they would not set up a phone interview. They said if I wanted the information to present a list of questions, they would get the answers. It's real frustrating that way."

IMPROVEMENT NEEDED. Frustration probably is the greatest single feeling a reporter has in trying to nail down a good story involving the military. The reporter can encounter many roadblocks along the way.

What's more, today's journalists often aren't really prepared to cover the complex military establishment. If they lack even basic military training, that's probably strike one.

If they aren't prepared to look beyond the public affairs officer or base commander to the rest of the base personnel and to the defense industry scientists and manufacturers, that's strike two.

Unfortunately, there isn't much help available to the newspaper reporter covering the military. No training seminars exist for the beat. Unlike everyone from music critics and education writers to real estate editors and entertainment journalists, people specializing in military reporting have no information-sharing organization. Most of what is learned comes from on-the-job experience.

The military reporter, says Robert E. Rhodes, executive editor of the Corpus Christi Caller-Times, "is made, not born."

"It is nearly impossible to try to recruit someone who will just cover the military. You don't have that type of pool," says Rhodes, who is president of the Associated Press Managing Editors Association. "Unless you are really in a hotbed of military installations, you don't find the military writer. I don't think they have anything like Journalism 301 that teaches someone how to cover the military.

"I've been here nine years and never had anyone say, 'I am interested in the job.' I would snap up a guy like that. . . . I think any editor in a military town would welcome with open arms a young reporter who has experience in that field."

So, while it is not impossible to publish a fair and objective news story about the defense industry, it may well take more work than most other kinds of articles. And the simple fact is, a reporter shouldn't be covering this beat if he or she can't understand the various levels of technology of weapons systems and the military way of doing things.

There is a distance to go before newspapers' coverage of the defense establishment from the trenches becomes as thorough and complete as it should be. □

PRODUCTIVITY

TECHNOLOGY HELPS, BUT PEOPLE ARE THE KEY

BY PATRICIA P. RENFROE

Productivity is improving at many daily newspapers, most human resources experts believe, but measuring such gains throughout the newspaper industry remains difficult.

Nevertheless, the drive to raise the quality of both the product and the workforce is causing many newspapers to explore ways of getting a handle on productivity.

One example of the gains that can be made is at Philadelphia Newspapers Inc., which reduced the number of production hours per page by 11.5 percent this year.

Although productivity statistics for the newspaper industry are not available, the U.S. Labor Department's Bureau of Labor Statistics reported in June that, nationally, manufacturing productivity increased 2.1 percent in the first quarter of 1987.

"Accuracy in productivity measurements is difficult to achieve," says Norman R. McMullin, president of the Alton (Ill.) Telegraph. "Bases for comparison must be established, along with the factors to be considered in the measurement."

Even identifying all the factors associated with employee productivity is complex.

Newspaper production managers and others emphasize that productivity can be enhanced by capital investments in a more efficient equipment and technology.

It is generally acknowledged, however, that capital investments are short-term factors for productivity changes. The machines are more efficient, true. But there is no guarantee that the people who operate the new presses, laser cameras, pagination systems and other equipment have themselves become more productive.

Moreover, "The industry may be reaching a technological plateau, which means we won't be able to achieve such dramatic productivity improvements" in years to come, says Gordon Calverly, vice president and treasurer of Worcester (Mass.) Telegram & Gazette Inc.

How can a newspaper determine if an employee's output is different after new equipment is installed?

In the composing room, the standard productivity measurement is hours required per page made up, which is based heavily on human behavior. In the mailroom, part of any productivity measurement is based on pieces inserted per hour, which could well be weighted more in favor of the equipment used.

Some managers believe they can detect gains in productivity as a result of better cost controls, such as: reducing waste throughout the plant, which is very measurable; decreasing the percentage rate of annual pay raises in union contracts; and operating with fewer employees in many departments.

The question to consider, however, is whether this is productivity improvement or just an adjustment of the bottom line.

OTHER DEPARTMENTS. Experts also point out that incentive programs and improved management skills enable newspapers to obtain greater efforts, as well as innovation, from employees. Thus, newspapers are putting heavy emphasis on training to improve performance in such areas as management development and sales skills. The effects of such training can be measured in advertising and circulation sales.

Philadelphia Newspapers reduced production hours per page by 11.5 percent.

Like many other businesses, some newspapers are employing telephone-monitoring systems to ascertain how productive individual employees are, although the practice is generating some concern in Congress [presstime, Aug. 1987, p. 51].

It is far more difficult to measure a newspaper's business operations, says Melvin B. Williams, director of personnel for Gannett West Newspapers in Reno. He cites the difficulty in deciding what to measure in such areas as accounting. "Do we look at the number of collection calls made, or do we look at the amount of money collected? Do we count the number of checks written, or do we look at the way the cash flow is handled?" he asks.

A theory that has bubbled to the surface in American industry is that greater productivity can be attributed to a higher quality workforce. This quality results from more education, more experience as the workforce ages and elimination of many low-skilled jobs through automation.

This theory is supported by June Barry, vice president/executive assistant to the publisher, at Philadelphia Newspapers, who describes many of today's employees as being extremely creative.

"In one instance, the employees came up with a plan to merge two advertising areas," showing that "now people do more than just sell," Barry says. Overall, she says, many people take the team or project approach and go "the extra nine yards," reflecting a more skilled, better qualified workforce.

Newsrooms have traditionally been difficult to grade on productivity, but lately there has been a greater effort to do so. Some newsrooms measure story numbers and lengths, and others conduct extensive evaluations of how reporters perform on the job. Still, some editors say a meaningful measurement is impossible.

And Barry says that an emphasis in any

Renfroe is ANPA manager/personnel relations.

department on "producing faster" may beg the question regarding real productivity, which to her is a combination of working efficiently and innovatively to achieve high quality.

MANAGEMENT'S ROLE. Whatever the definition and whatever the cause of higher productivity, many people believe it will continue even beyond the technology explosion, provided management accepts responsibility for making it happen.

As Richard A. Williams, vice president/employee relations of Journal Communications Inc. in Milwaukee, observes, "We need to emphasize with employees that high-level performances are expected." He believes that most people rise to the occasion when required to do so and that, in truth, they want to do a good job.

Gannett's Williams casts great importance on creating an environment where employees are motivated to produce at maximum levels. Managers' performance and employees' training are two key elements of the work environment. Williams says newspapers should not reduce training budgets if higher productivity is the goal.

Then, according to Philadelphia's Barry, newspapers should look at the organizational design and ask such questions as whether departments are structured properly, and whether managers are being used effectively both in terms of their skills and control.

Barry says that another part of the effort to enhance productivity should be an analysis of what is the proper mix of compensation, special rewards and incentives, as well as recognition programs, for employees. (See story, p. 60.) The result of all these efforts can be employees who are as efficient as the equipment they use. □

Newspapers Have 'Come To Expect More,' Especially in the Newsroom

BY MARY SEPUCHA

Performance standards, particularly in newsrooms, have become an issue of increasing importance in disciplinary arbitrations over the last 17 years.

Since 1970, 41 such cases have been tracked by ANPA—all but 15 of them in the current decade. Thirty-three involved white-collar employees.

Larry A. Frankel, vice president/labor relations of The Washington Post, says the number of cases has grown because companies realize they have a right to change their performance standards for employees to improve the newspaper. This means that although newspaper companies once tended to retain reporters despite less-than-sterling performances, they are no longer inclined to do so.

One reason is that newspapers are faced with increasing costs—payroll, newsprint and capital expenditures—and so-called "deadwood" adds to the burden. A newspaper cannot keep passing extra costs on to the advertiser and reader, says John B. Hammett, senior vice president of the San Jose Mercury News.

A strong news staff is key to a good newspaper, Hammett says, and unless the number of productive staff members is maintained at a proper level, it is impossible to produce a quality product. If some staff members are not performing adequately, a company today cannot afford to hire additional people. New hires should be replacements, not additions, he says.

Another reason newspapers no longer may tolerate substandard performance is the industry's emphasis on quality.

In part, this may be a result of the acquisition of family-owned newspapers by groups with specified editorial standards.

More generally, The Washington Post's Frankel says "we've come to expect more," with growing professionalism among better-educated reporters.

Hammett of the Mercury News is all-too familiar with the issue of improving professional competency. His paper has arbitrated five performance-based grievances since 1977 when a new management team initiated a campaign to upgrade editorial standards. Most of these cases upheld the right to demand quality performance and to discipline employees who, after counseling, were unable to meet the higher standards.

The Mercury News is not the only company that has established that right. In 1985, Arbitrator Jesse Simons upheld The Wall Street Journal's discharge of a long-term reporter because she was unable to perform at a satisfactory level of competence—despite repeated efforts to help her [presstime, Aug. 1985, p. 48].

In fact, 28 of the 41 poor-performance arbitrations since 1970 were decided in the company's favor. The remaining 13 were lost mainly on technicalities, such as failure to give sufficient warning.

Warning and counseling are two factors that an arbitrator will consider carefully in determining whether performance discipline is for "just cause."

"Especially with long-term employees," Frankel says, "a company has a real obligation to make improved standards known to its employees and to work with them to help them to achieve these standards."

More than half of the 41 cases involved long-term employees, and in 70 percent of them, the company's action was upheld because progressive discipline and counseling were an integral part of management's program.

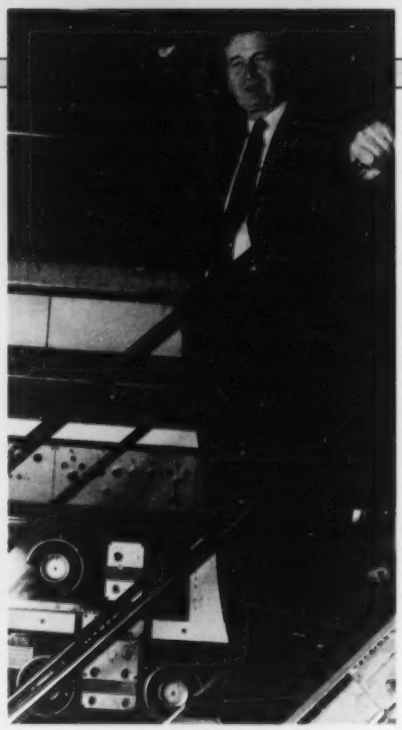
Still, the just-cause standard can be a stringent one. In a 1984 performance-discharge case at The Tacoma (Wash.) News Tribune, Arbitrator Timothy D.W. Williams said, "The just-cause standard for inadequate performance should place an additional burden on the employer to provide remedial help prior to the decision to terminate."

Williams outlined six just-cause guidelines employers could apply to questions of inadequate performance:

1. Is the employer's expectation of performance reasonable and/or similar to that expected from other employees?
2. Did the employer inform the employee about the expected level of performance and that his or her performance was unacceptable?
3. Did the employer attempt to provide constructive assistance or remedial help to improve performance?
4. If remedial action failed to improve performance, did the employer inform the employee that disciplinary action might be instituted?
5. Did the employer grant sufficient time for the employee to raise performance to an acceptable level?
6. After that time period, can the employer objectively establish that performance had not improved to an acceptable level?

Williams said a "no" answer to any of the questions would mean the employer had not proved its case.

Sepucha is ANPA assistant manager/labor relations.



J. Patrick O'Callaghan

Irish-born publisher not shy about letting his opinions be known

BY C. DAVID RAMBO
presstime staff writer

As a stalwart defender of a free press, Canadian publisher J. Patrick O'Callaghan has had his hands full the past half-dozen years.

When he was publisher of the Edmonton (Alberta) Journal in 1982, his office was ransacked by federal investigators trying to build an antitrust conspiracy case against his parent company, Southam Inc. "God knows what they were looking for. To this day, I still don't know," he says. Southam later was acquitted of charges, and the Canadian Supreme Court struck down such broad searches.

As president of the Canadian Daily Newspaper Publishers Association, O'Callaghan led successful efforts in 1983 against a proposed Daily Newspaper Act, which would have restricted growth of large newspaper groups and established a national press council.

He was a sharp opponent of Canada's Charter of Rights and Freedoms and editorialized strongly against it. Adopted in 1982, the charter is considered the Canadian constitution and includes language on freedom of the press. But in his typically outspoken fashion, O'Callaghan says those provisions are "a mockery and an absolute farce."

One of the most recent issues to raise his Irish temper is a federal proposal to ban tobacco advertising in all media. O'Callaghan does not smoke and is convinced that using tobacco is a health hazard. In fact, he only bought cigarettes once: when he was 17 and dating a girl who smoked. "I lost her before I finished the pack of cigarettes and haven't smoked since."

However, he says of the proposed ad ban, "You can't have freedom of speech if the government is going to tell you what not to publish. That is censorship."

His penchant for battle in free-press fights has brought wide acclaim. John Foy, president of CDNPA, says, "I'm not going to extreme to say that in support of a free press, he would be willing to be shot."

O'Callaghan is opinionated on a wide range of issues and is not shy about speaking his mind, whether it is through his signed column in the Southam-owned Calgary Herald, where he has been publisher since 1982, or around a meeting table. "On a pet subject, he's liable to write half a page," says H.O. (Tommy) Thomasson, who recently retired from Southam as vice president of human resources. "He's a digger and a prolific writer."

The 62-year-old publisher-writer responds, "You don't get anywhere in this world by being apologetic or reserved."

His approach sometimes results in explosive reaction, which O'Callaghan takes in stride. For example, he is being sued for defamation by the competition, The Calgary Sun, which took offense at one of his columns.

In that piece, he lashed out at the Sun's ongoing campaign to get Parliament to restore capital punishment in Canada. O'Callaghan and the Herald oppose the death sentence, while he says the Sun has engaged in "sensationalism" to "bring back the rope. . . . The Sun was dripping with blood, as usual."

Sun Publisher Jim Tighe says he has "a great deal of professional respect" for O'Callaghan and even has a "reasonably good personal relationship" with him. But "he has in this case, we believe, gone over the line."

Born in Mallow, County Cork, Ireland, O'Callaghan came up on the news side of the business and has been cultivating his journalistic style some 46 years. He got his first job at age 16 as a reporter at a weekly newspaper in Malven, England, where he made 30 shillings (about $1.50) a week plus another 10 shillings for transportation—a bicycle.

Prodded by his mother and his priest, O'Callaghan entered Cotton College, a Roman Catholic school in England, to become a priest, but he decided that vocation was not right for him. "The church was lucky enough that I went into journalism instead," he says.

In 1943, he joined the Royal Air Force and served as a wireless operator. He saw no combat action during the Second World War.

After military service, he took a job at the Yorkshire Evening Press in England as "splash sub"—the sub-editor who wrote splashy headlines. His career later included stints at the Yorkshire Evening Post, where he gained experience as, among other things, a "pigeon-racing columnist," and at the Liverpool Daily Post and Echo.

The owner of the Liverpool papers bought a Canadian weekly, the Red Deer (Alberta) Advocate, and asked O'Callaghan to move there and oversee converting it to daily publication. The newcomer took well to the Canadian way of life and became a naturalized citizen in 1964.

O'Callaghan stayed nearly eight years in Red Deer before joining the Toronto-based Southam group. He held positions including executive editor of Southam News and vice president and publisher of the Windsor (Ontario) Star before going to Edmonton and Calgary.

O'Callaghan is not active in local civic affairs, partly because Southam frowns on such involvement by its executives and partly because that position reflects his personal views. "You can't belong to some local community organization because sooner or later one of your reporters will have to cover that organization," he says. The reporter may be unduly influenced, no matter how subtly, "if the boss sits on the board."

But he is deeply involved in newspaper-business organizations. Besides his service to CDNPA, he is president of the Canadian Press, Canadian chairman of the International Press Institute and vice chairman of the American Press Institute.

O'Callaghan's busy schedule includes arrival at the office at 6:30 a.m. weekdays and 7 a.m. Saturday. With the plethora of professional activities, he says there is little time for hobbies or sports, although he plays golf occasionally and is an ice hockey enthusiast. He is looking forward to watching some of the hockey games and other events at the 1988 Winter Olympic Games in Calgary, for which his paper has "very ambitious plans."

He and his wife, Lorna, who was a nurse in England, have five children ranging in age from 16 to 38. □

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The Florida Sales Tax

Why We Oppose It

BY PHIL deMONTMOLLIN
President and General Manager, The Miami Herald

Everyone knows newspapers perform an essential role in our society by providing the information we need to function every day as citizens and consumers. But some people may have forgotten that a newspaper is a private business that must make a profit to survive in our free market economy.

Or maybe they haven't forgotten.

Newspapers today are particularly vulnerable to adverse economic developments. Newsprint and other production costs continue to rise; the news coverage and services demanded by our readers increase in scope, complexity and expense each year. The number of economically viable publications has declined over the past several decades. While our constitutional protections for newsgathering and reporting have grown, so has the pressure on our pocketbook.

Because democracy just can't work without healthy newspapers, it would be natural to expect government to adopt policies that would preserve them. Generally, that has been the case. Congress has enacted the Newspaper Preservation Act, the courts have afforded journalists important constitutional protections, and the states have not burdened the right to acquire information with taxes. Until now, in Florida.

The Florida Legislature has imposed a tax on the sale of both newspapers and advertising. Newspapers don't pay the tax, they charge it and collect it from their readers and advertisers. The legislature claims that obtaining news and other information from the press is a taxable privilege, not a right. The courts will shortly decide whether this is true. But an equally important question is whether a sales tax on basic newspaper functions makes sense.

It doesn't. The economics are simple. By taxing the sale of newspapers and advertising, the government makes those services more expensive. A sales tax is a very regressive tax. Readers and advertisers with lower incomes are disproportionately affected by the tax, which is not graduated with respect to either their earnings or the newspaper's profits. The consequence of any price increase is a reduction in the quantity demanded. There is no different result here. Fewer newspapers will be bought; fewer ads will be placed and read. And the greatest losses will be on those least able to afford it.

Why should government act to lessen speech in this way? Why should it do so when progressive alternatives exist? Why should such fundamental services be curtailed to pay for less important activities? Why should newspapers be taxed when banks and hair stylists are not?

The Florida information taxes also hurt the press very badly. When fewer newspapers are purchased and fewer ads placed, newspaper revenues plummet. The loss of advertising revenues is particularly serious because they are used to subsidize circulation prices. As advertising revenues fall, the price the public pays for a newspaper must rise. Again, the tax is imposed irrespective of the profitability of the newspaper. The marginally profitable newspaper, whether large or small, will find it difficult to survive. Far from fostering and preserving newspapers, Florida has chosen to deal them a terrible economic blow.

The response of advertisers has been predictable. With the 5-percent increase in the price of advertising, they have purchased less ad linage. No less an authority than Wharton predicts the economic consequences of reduced advertising will be fewer goods sold. So in the end, the Florida sales tax on newspapers is self-defeating. It would tax the sale of more services but reduce the number of sales made.

The Florida sales tax is bad public policy and bad economics. □

Why We Support It

BY JANE HEALY
Associate Editor, The Orlando Sentinel

Why did The Orlando Sentinel editorially support a tax on advertising in Florida? Because the people of Florida are entitled to a decent quality of life—roads and schools that aren't jammed, rivers and lakes that aren't polluted, teachers who are competent, and police who are adequately trained and paid.

All that is expected to cost $35 billion more than the current tax levels would provide in the next decade. Thus, the only question to us on the Sentinel editorial board—and to most of Florida's lawmakers—was not whether to raise taxes, but how.

Simply increasing the current sales tax from 5 cents to 6 cents is futile since goods are not the growth part of Florida's economy, which depends mostly on the service industry. It would have to be increased again in a few years because revenues would not keep up with the state's growth.

What Florida has needed for years is a way to broaden the tax base and provide a stable source of money. A sales tax on services does that. It will grow 20-percent faster than a sales tax on goods.

The only other choices for an equally stable tax base in Florida were a state income tax or a gross receipts tax on businesses. A state income tax may not be such a bad idea, but you can forget it. It must be approved by voters, and that is not going to happen—at least in the foreseeable future.

The 1.5-percent gross receipts tax on businesses was also considered, but it is not even a good idea. It is unfair to small businesses that operate on slim profit margins because they have to give 1.5 percent of all revenue to taxes.

So why didn't the Sentinel just support the tax on every service except advertising, which will produce more than $100 million a year for the state's needs? Because if virtually every other service was going to be taxed, we couldn't credibly argue that advertising should be exempt.

The job of the Sentinel's editorial page is to look out for the community's best interest. In that regard, the media have just as big an obligation as other businesses in Florida to help pay for the pressing needs of growth.

What credibility would we have with our readers if we argued against this tax increase—while supporting most others—simply because it affected our own pocketbook?

Editorially, the Sentinel has consistently taken the position that Florida has not taxed itself enough to keep up with its needs. Overall, the state is 47th in the nation in taxes per capita. Would we now oppose this increase just because it affects us? Of course not—not if we wanted readers or legislators ever to take seriously again our editorials calling for higher taxes—for roads and schools.

The Sentinel was one of three major newspapers in the state that stood on principle on this one, and it should be proud of it. □

(The Sentinel editorially opposed the tax on circulation as a First Amendment issue.)

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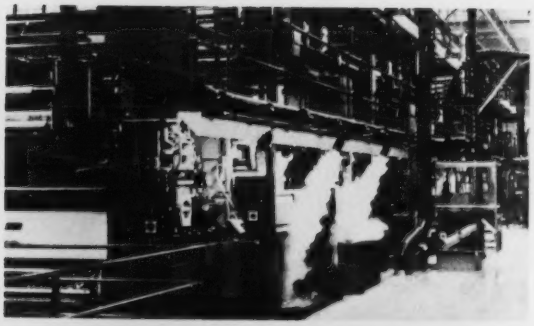

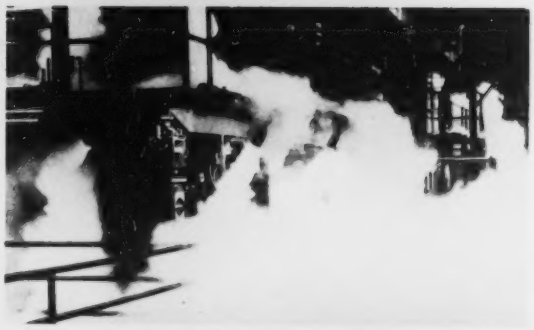

This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

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COURTS

Right to identify source argued by two dailies

In a trial next summer, a Minneapolis court will determine whether newspaper reporters' promise of confidentiality constitutes a valid contract.

In a pretrial hearing, the Star Tribune of Minneapolis and the St. Paul Pioneer Press and Dispatch argued for the right to *disclose* the identity of a source. But a Minnesota District Court judge refused to dismiss a breach-of-contract and misrepresentation suit filed against the two newspapers by Dan Cohen, former public relations director of a Twin Cities advertising agency.

Cohen, a Republican activist and one-time president of the Minneapolis City Council, claims he lost his public relations job shortly before the 1982 election when the papers published stories identifying him as the source of information that the Democratic candidate for lieutenant governor had once been convicted of shoplifting.

He had contacted four news organizations, offering to provide the information under the condition that his identity not be disclosed.

All of the reporters accepted the information, but editors at the Minneapolis and St. Paul dailies overrode the promises of confidentiality and published the story, naming Cohen as the source. When he learned, just prior to publication, that the two newspapers intended to use his name in their stories, he called the reporters and asked that the stories be killed.

The Associated Press and WCCO-TV did not identify Cohen in their stories.

Judge Franklin J. Knoll has scheduled the trial on Cohen's claims for next July. In his June ruling, he rejected the papers' "intriguing" arguments that no legally enforceable contract with Cohen existed, that voters had a right to know who was disseminating such information just before the election, and that the First Amendment protects the papers from liability for the consequences of the disclosure.

The judge wrote that there was no constitutional issue in the case. "This court will not adopt the premise that the First Amendment should operate to excuse news organizations from the consequences of a decision to publish when that decision involves the breach of a valid contract or of the general tort laws." □

Largest-ever libel award is possible after appeals court reinstates damages

A federal appeals court has reinstated $3 million in libel damages in a tobacco manufacturer's case against CBS Inc. and Chicago television journalist Walter Jacobson.

In its Aug. 12 ruling, a three-judge panel of the 7th U.S. Circuit Court of Appeals reaffirmed a jury's libel verdict against the network and upheld more than $2 million in punitive damages. It also reinstated $1 million of the U.S. District Court jury's award of $3 million in compensatory damages, which the trial judge had reduced to a token $1.

If not overturned upon rehearing or appeal to the U.S. Supreme Court, the award would be the largest, finally affirmed media libel award in history and the first of more than $1 million, said Henry R. Kaufman, general counsel of the Libel Defense Resource Center. The punitive damages also would be four times larger than in any previously upheld case, he said.

The opinion concerns 1981 commentary in which Jacobson accused the Brown and Williamson Tobacco Corp. of trying to lure children into smoking by presenting "the cigarette as an illicit pleasure" akin to "pot, wine, beer and sex."

"It is unfortunate that we are forced to conclude that this case does not involve freedom of the press," said the appellate court opinion by Chief Judge William J. Bauer. The libel verdict was affirmed "because false statements of fact made with actual malice are not protected by the First Amendment," he wrote.

P. Cameron DeVore, a Seattle attorney involved in the appeal, said the network will seek a rehearing.

The strongly worded opinion said the most compelling evidence of actual malice submitted to the jury was "the intentional destruction of critical documents" that, the court said, probably would have shown that Jacobson and a researcher were aware, at the time of the broadcast, that some material presented as fact was false. □

Newspapers prevail in case involving code enforcement

A federal judge has ruled that a Florida county's ordinance violated the First Amendment by requiring publishers of classified advertising to help enforce a consumer protection code.

The Fort Lauderdale News and Sun-Sentinel challenged the Broward County ordinance that prohibited a newspaper or other publisher of classified ads, such as Yellow Pages, from publishing an ad placed by a service contractor unless it carried the contractor's state or county certificate of competency number. To run an ad without the number, a publisher had to verify that the contractor was legally exempt from certification.

The law also set misdemeanor penalties for violation of the ordinance, which was intended to help protect the public from incompetent or dishonest contractors.

The News and Sun-Sentinel claimed the time-consuming and complex procedure would affect half of their service advertisements. A similar ordinance in Dade County has not been challenged by The Miami Herald.

The Fort Lauderdale newspapers argued that the ordinance improperly required the media to enforce public policy and that it unconstitutionally intruded into the operations and content of a newspaper.

Ricki Tannen, one of the attorneys representing the Fort Lauderdale papers, said the principle went beyond freedom of the press and could have threatened to make any service industry an arm of the government.

By extension, she said, "Does that mean the county commission could pass a law saying that if your headlights don't work, a gas station can't sell you gas? . . . The idea of making sure all contractors have licenses is worthy of support, but we didn't think the newspaper should be responsible for that."

U.S. District Judge Norman C. Roettger Jr. wrote, "whether such an intrusion on editorial judgment would be constitutionally permissible absent the imposition of a 'penalty' on the publisher is not clear, but what is clear is that . . . the imposition of such a penalty is not permitted by the First Amendment."

"Full enforcement of the underlying (consumer protection) ordinance may be costly and difficult for the County, but the First Amendment . . . prohibits the County from singling out the press to bear the burden of that enforcement," he wrote. □

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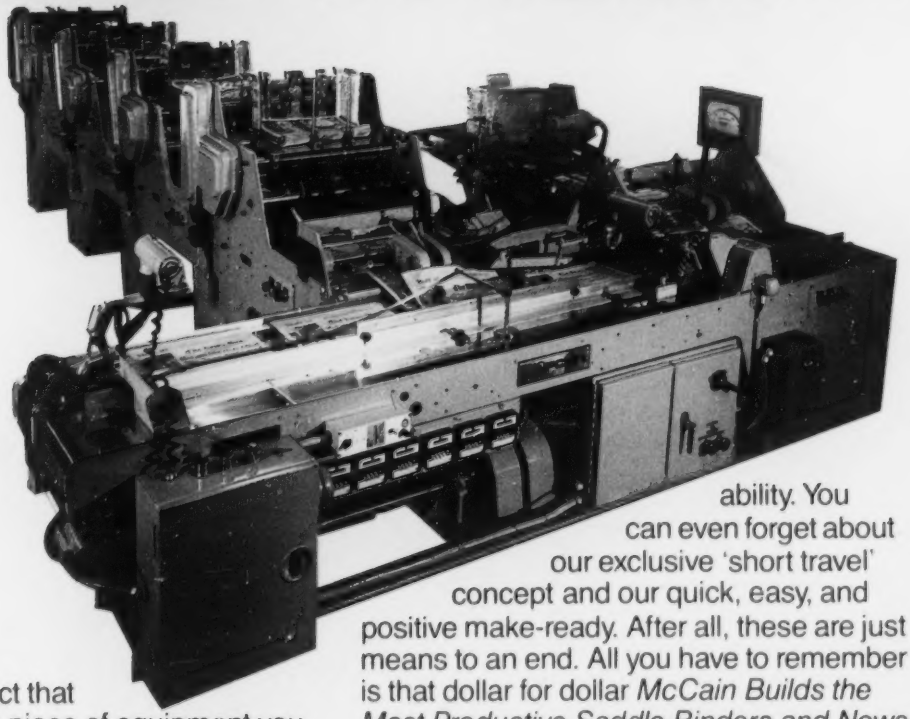

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Editorial page libel problems to be discussed

"Libel on the Editorial Pages" is the name for a fall conference that will examine problems newspapers have encountered in the courts as a result of material published on their opinion pages.

The conference is scheduled for Nov. 6-7 at the College of William and Mary in Williamsburg, Va.

It will be conducted by the college's Institute of Bill of Rights Law and cosponsored by ANPA, National Conference of Editorial Writers and other media organizations. □

COURT BRIEFS

• The Massachusetts Supreme Court ruled that former Gov. Edward J. King is entitled to a jury trial in a **libel action** he filed five years ago against The Boston Globe.

The court rejected most of King's allegations concerning three cartoons and four columns. But it ruled a trial should be held regarding statements in one column [**presstime**, June 1986, p. 57].

• Robert M. McKinney will resume **management of Santa Fe's daily newspaper** on Sept. 1, according to a schedule set in August by a federal judge. Under a contract signed when Gannett Co. bought The New Mexican in 1976, McKinney has nearly eight years remaining to control the paper's operations [**presstime**, July 1987, p. 56].

Gannett has decided not to appeal any further McKinney's claims to management, and the company has agreed to pay back pension benefits of almost $90,000—but not the $60 million McKinney still wants in punitive damages.

• The Federal Court of Canada ruled that news organizations have a **right to cover detention hearings** concerning Sikh migrants whose boat landed in Nova Scotia July 11.

Media attorneys said the ruling represented the first time a Canadian federal judge has declared administrative hearings to be open.

• Bob Hohler, a former Concord (N.H.) Monitor reporter who refused to testify in a murder trial about his interview with the defendant, was to go on trial Aug. 27 on **contempt of court** charges. Maine prosecutors won the conviction without Hohler's testimony, but the judge charged him with contempt, ruling that his prospective testimony met legal standards for compelling a reporter to testify [**presstime**, March 1987, p. 48].

LEGISLATION

Newspapers irate over poll bill

Canadian newspapers are protesting a bill before Parliament that would require the news media to include certain government-mandated information in stories reporting on political public opinion polls.

In addition to the opposition already expressed in editorials, the Canadian Daily Newspaper Publishers Association will oppose the measure when it reaches the hearing stage, according to CDNPA General Manager John E. Foy.

Under the bill, the published or broadcast results of any opinion poll on a candidate or registered party must be accompanied by this information: the identity of the organization that conducted the poll, the size of the sample, the dates of the first and last completed interviews, the margin of error, and the exact wording of each question that led to the printed results. Violators would be fined up to $5,000 in the case of an individual or $25,000 in the case of a corporation.

CDNPA's Foy said he thinks the bill, part of a measure to amend the Canada Elections Act, will be defeated. □

Publisher blasts proposed ban on tobacco ads

For the second time this year, a representative of ANPA has testified before a congressional subcommittee against a proposed ban on tobacco advertising.

And in Canada, where a government-sponsored bill to ban tobacco ads is before Parliament, tobacco manufacturers conducted an $800,000 advertising campaign to drum up opposition to it.

In his July 27 congressional testimony, David Starr, chairman of the ANPA Government Affairs Committee's First Amendment/Freedom of Information Working Group, said the Association opposes two bills, HR 1272 and HR 1532, that would prohibit all media advertising of tobacco products.

"Government suppression of truthful advertising of lawful products is censorship," said Starr, publisher of the Union-News and Sunday Republican in Springfield, Mass. "Its purpose is to shut off thinking and talking about a subject in the hope that the problem will go away That, I submit, is the last thing a democracy should do."

Newspapers do not oppose a ban on tobacco advertising in order to protect advertising revenues, he said. "Tobacco advertising amounts to only one-half of 1 percent of the advertising revenue of America's newspapers."

Starr said a ban on tobacco ads would lead to a demand for bans on the advertising of other products and added that Congress has alternatives to deal with the public health issues related to smoking.

Starr testified before the House Energy and Commerce Committee's Subcommittee on Health and the Environment. Last April, ANPA testified on the same subject before the committee's Subcommittee on Transportation, Tourism and Hazardous Materials [**presstime**, May 1987, p. 60].

In Canada, the Canadian Tobacco Manufacturers' Council placed three full-page ads protesting the ad-ban proposal. The ads ran in that country's major daily newspapers, including four that will not accept tobacco advertising.

Council President Norman J. McDonald said additional advertising may be placed when Parliament reconvenes its regular session, which is expected to be in October. Introduced in April, the ad-ban legislation, Bill C-51, has not yet received second reading in the House of Commons. After second reading, it will be assigned to a committee. □

Lottery ad bill advances

As a state press association was preparing to argue in federal court in Minnesota that existing laws restricting lottery advertising are unconstitutional, a congressional subcommittee approved a bill lifting the restrictions.

The House Subcommittee on Administrative Law and Governmental Relations July 30 approved HR 3146. It would allow the mailing, broadcasting, importation or transportation across state lines of advertisements for any lottery or similar game of chance if the lottery is "not prohibited by the state in which it is conducted." The subcommittee deleted from an earlier version of the legislation a requirement that the lotteries be authorized and regulated by a state.

The new bill is expected to be considered by the full Judiciary Committee in late September or early October [**presstime**, May 1987, p. 60].

As the subcommittee acted, the Minnesota Newspaper Association was preparing briefs to be filed Aug. 28 in U.S. District Court in St. Paul in its suit challenging the constitutionality of the federal laws and postal regulations that restrict the mailing of lottery advertising. Both the MNA and the federal government have filed motions for summary judgment in the case. Oral argument has been scheduled for Sept. 18. □

Risk notification wins committee approval

Committees in both houses of Congress have now approved legislation that would require the federal government to identify and notify workers whose health is at risk from exposure to hazardous substances in the workplace.

The Senate Labor and Human Resources Committee July 23 approved S 79, which would establish a Risk Assessment Board under the Department of Health and Human Services to determine which classes or categories of workers should be notified that they are at risk.

A similar bill was approved by the House Education and Labor Committee May 19 [**presstime**, June 1987, p. 78]. The bills are expected to be considered by the House and Senate in September or October. □

LEGISLATIVE NOTES

• In an executive order, President Reagan instructed federal agencies to notify businesses when "confidential commercial information" they submitted to the government is about to be released under the **Freedom of Information Act**. This is something that the business community had sought through legislation [**presstime**, July 1986, p. 64].

• The U.S. House of Representatives has passed legislation that would require banks to **describe savings plans more fully in their advertising**. The "Truth in Savings Act," HR 176, requires uniform disclosure of certain terms and conditions.

Banks, not advertising media, are liable for noncompliance with the proposed law. No media or advertising groups expressed opposition to the bill, according to a spokesman for its author, Rep. Richard Lehman (D-Calif.).

The Senate Consumer Affairs Subcommittee held a hearing Aug. 5 on a companion measure, S 1507.

• In a similar vein, the House Committe on Banking, Finance and Urban Affairs Aug. 6 approved a bill, HR 515, requiring **credit card issuers** to disclose in advertisements and applications such things as the annual percentage rate charged on the unpaid monthly balance and the annual fee charged to card holders.

• ANPA and the American Society of Newspaper Editors jointly submitted testimony to the House Subcommittee on Libraries and Memorials in suppport of a resolution authorizing the establishment of a **memorial to honor members of the U.S. news media** who lost their lives covering armed conflicts.

The memorial would be located on public land but would be funded by private donations.

• Legislation to reauthorize the Federal Trade Commission for three more years is moving through Congress.

The bill approved in April by the Senate would permanently bar the agency from issuing **rules to ban or regulate advertising** on the basis of unfairness. A similar bill in the House, approved July 14 by the Energy and Commerce Committee, contains no such provision.

REGULATIONS

ANPA hails end to 'fairness doctrine'

ANPA has applauded the Federal Communications Commission's Aug. 4 decision to abolish its 38-year-old "fairness doctrine" on grounds that it is unconstitutional.

"ANPA believes that the editorial freedom guaranteed by the First Amendment applies to broadcast and print media alike," said ANPA Chairman and President George W. Wilson, president of the Concord (N.H.) Monitor.

The doctrine required broadcasters to air all sides of controversial issues of public importance.

But the victory long sought by broadcasters and their media allies is expected to be challenged in Congress.

Sen. Ernest F. Hollings (D-S.C.) and Rep. John D. Dingell (D-Mich.), chairmen of the commerce committees in the Senate and House, have said they intend to attach the doctrine to legislation thought to be veto-proof, perhaps an appropriations measure, when Congress reconvenes this month after its summer recess. An earlier congressional attempt to codify the doctrine failed when President Reagan vetoed the bill in June [**presstime**, July 1987, p. 56].

And legal challenges to the FCC's action already have begun. The Media Access Project, a public interest law firm, has filed an appeal in the 2nd U.S. Circuit Court of Appeals in New York City.

The FCC's action came after it received instructions from the U.S. Court of Appeals for the District of Columbia Circuit that it consider the constitutionality of the doctrine. The instructions came in a case involving a Syracuse, N.Y., radio station that the FCC found in violation of the doctrine. □

EEOC nominee named

President Reagan, as expected, has nominated Joy Cherian, a native of India, to fill a vacant fifth seat on the Equal Employment Opportunity Commission.

If confirmed by the Senate, Cherian will serve the remaining term of Fred W. Alvarez, who left in June to join the U.S. Department of Labor [**presstime**, Aug. 1987, p. 51]. The term expires July 1, 1988.

Cherian, a naturalized American citizen, is an executive with the American Council of Life Insurance in Washington, D.C. □

Newspapers may qualify for petroleum refund

Newspapers that purchased large quantities of refined petroleum products between Aug. 19, 1973, and Jan. 27, 1981, may be eligible for a cash refund from the federal Department of Energy.

The program is designed to compensate end users of petroleum products for overcharges by crude oil producers during the period in which crude oil prices were federally regulated.

Funds for the program have been collected from companies alleged to have violated the crude oil regulations, resulting in overcharges.

According to a DOE-prepared fact sheet on the program, users do *not* have to show injury in order to make a claim, nor do they have to identify their supplier or trace their purchase back to a firm that gave back funds to DOE.

The refund level currently is $20 per 100,000 gallons of the product purchased, but DOE anticipates it will rise to $80 per 100,000 gallons. Because DOE will not issue a check for less than $15, a claimant must have purchased 75,000 gallons of product in order to get a $15 refund at the current refund level.

According to DOE, eligible products include motor gasoline, diesel fuel, heating oil, propane, motor oil, greases and other refined products.

The question has been raised whether printing ink, which is petroleum-based, qualifies.

Roger Klurfeld, assistant director of the Office of Hearings and Appeals, said he did not know whether ink would qualify. "The way to get an answer would be to file an application and see what happens," he said. However, a DOE attorney told an ink company official that such a claim would be denied, according to ANPA Vice President/Technical William D. Rinehart.

Moreover, Rinehart said, even if the claim were allowed, the amount of the refund would be negligible in most cases. Eight pounds of ink, which is measured by the pound, is equivalent to one gallon. An offset newspaper would have to consume 800,000 pounds of ink to be eligible for a $20 refund. A typical offset newspaper uses three gallons of ink per short ton of newsprint consumed. A typical letterpress newspaper uses four gallons per ton of newsprint.

Deadline for applying for refunds is Dec. 31, 1987. Further information may be obtained by contacting the Office of Hearings and Appeals, DOE, 1000 Independence Ave., S.W., Washington, D.C. 20585. □

Telephone ownership of cable television may be liberalized

The Federal Communications Commission is re-examining its restrictions against telephone company ownership of cable-TV systems in light of changes in both industries.

The FCC initially adopted the rules in 1970. Designed to prevent telephone company abuse of its monopoly position in its service area and to preserve a competitive environment for the development of cable, they prohibit a telephone company from providing cable TV in its service area in most cases.

The commission said it was appropriate to re-examine the rules in light of the "substantial growth" experienced by the cable industry and the "dramatic changes" that have taken place in the telephone industry.

The commission has invited public comment on the extent to which the development of new telecommunications technologies—such as cellular telephone, satellite service and fiber-optic distribution—has "created constraints on the ability of telephone companies to exercise monopoly control" over local telephone or cable services. It also is asking whether the cross-ownership rules should be applied to AT&T, which was separated from the local telephone companies in the 1984 divestiture.

If the commission decides a change in the rules is warranted, it will have to propose legislation, because the rules were codified in 1984 as part of the Cable Communications Act [**presstime**, Nov. 1984, p. 32]. □

Detroit Free Press

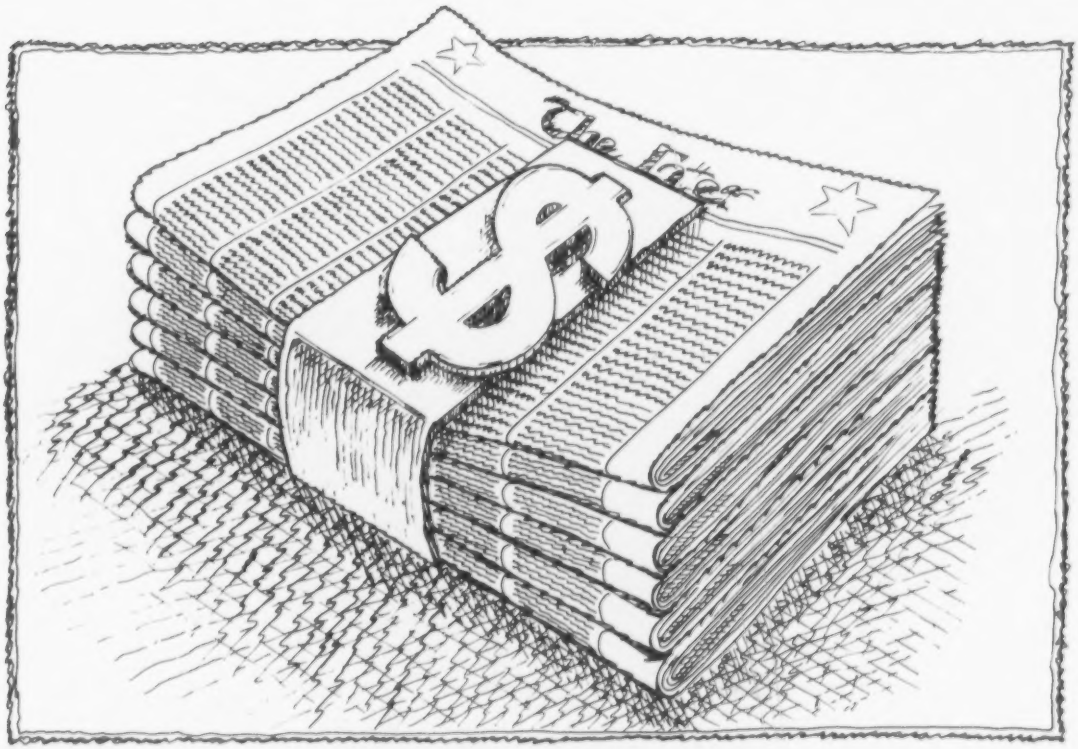
Gannett Chairman Allen H. Neuharth leaves JOA hearings flanked by attorneys Lawrence J. Aldrich (left) and John Stuart Smith.

Detroit JOA public hearings draw to close

At press time, public hearings into the proposed joint operating arrangement between Detroit's two daily newspapers were nearing an end.

The hearings began Aug. 3 in Detroit [**presstime**, May 1987, p. 58]. Following their conclusion, administrative law judge Morton Needelman will make a recommendation to Attorney General Edwin Meese III whether to approve the JOA application of The Detroit News, a Gannett Co. newspaper, and the Detroit Free Press, which is owned by Knight-Ridder Inc.

Testimony at the hearings revolved around whether the Free Press meets the definition of "failing newspaper" under terms of the Newspaper Preservation Act. That 1970 law allows newspapers to combine their production, circulation and advertising functions while retaining separate news-editorial operations if one of them is in probable danger of financial failure. □



Mutual libel seminars save your paper money.

The best way to avoid the expense of libel and privacy suits is to avoid having such suits filed in the first place, but keeping pace with the rapid changes in libel and privacy law makes this difficult. That's why the personnel of so many newspapers attend the seminars on the prevention of libel and privacy suits offered by the Mutual Insurance Company of Hamilton, Bermuda.

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Offered to publications insured by Mutual, this seminar enables journalists to do their job with a minimum of risk. For more information, contact Barbara Dill, (305) 856-2965.

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Minitels have Capitol showing

Minitels, the small terminals used in the French Teletel videotex service, have been sprouting up in the United States.

They were demonstrated July 30 for members of Congress and their staffs in a Capitol Hill hearing room. In addition to the French service [**presstime**, Aug. 1987, p. 44], a U.S. videotex service, CompuServe, was shown. The House Telecommunications and Finance Subcommittee sponsored the hands-on presentation.

Minitels also are being used in a videotex project in the Houston area. U.S. Videotel, owned by Encode International Inc. of Houston, offers three types of services: information, transactions and communications. One part of the project, emphasizing business-to-business communication, has been launched. Another part, aimed at residential users, will begin later this year.

In addition to the Minitel terminals, which are leased to subscribers, the services of the Houston project are accessible via personal computers. U.S. Videotel is currently negotiating contracts with two newspapers to provide information for the project, according to George L. Walls, area manager of residential sales. □

Voice information sparks interest

More than 30 newspaper executives have indicated an interest in helping ANPA determine how voice information services can be used by the newspaper business.

Voice information services is a term that covers a variety of different types of services, from sophisticated message-taking systems to interactive information services [**presstime**, June 1987, p. 24].

In a July 14 letter to ANPA member newspaper executives, ANPA Telecommunications Committee Chairman Robert M. Johnson, publisher of Newsday on Long Island, N.Y., said his committee is collecting information on the services and invited them to take part in a meeting on the topic.

"We were pleased with the response," said Jane Wilson, ANPA assistant director of telecommunications affairs. The meeting, which will be in early 1988, will not be a seminar on voice information services, she stressed. "We will expect the people participating in this meeting to help us come up with an assessment of how these technologies can be used by the newspaper business," she said. □

Information on telephone use gets scrutiny

ANPA has urged the Federal Communications Commission to prohibit telephone companies from assembling or sharing certain telephone subscriber data.

In comments submitted Aug. 5 to the commission, the Association said the information could be used by the telephone companies in an anticompetitive manner.

A telephone company "as a provider of basic service has considerable information on customers, such as preferred features, volume of toll calls, service change, payment patterns," the Association said. It argued that this information could be used to market enhanced services, either by the telephone company itself or by another company with which the phone company decides to share the information.

ANPA asked the commission to reconsider its recent Computer III decision and include such a prohibition [**presstime**, May 1987, p. 62]. □

Bells' voice mail should be only trial, ANPA says

If the Federal Communications Commission approves the plan of two Bell operating companies to provide voice mail services, it should only do so on a trial basis, ANPA has urged the agency.

Pacific Bell and Nevada Bell have requested FCC authorization to offer the services. They also would have to obtain a waiver from the consent decree governing the breakup of AT&T.

ANPA noted that the companies must comply with FCC rules for so-called "comparably efficient interconnection," designed to enable competitors to obtain basic services on an equal basis with the carrier's own enhanced service. The Association said approval on a trial basis would allow the FCC to determine whether the CEI implemented by the BOCs meets competitors' needs.

ANPA also sought clarification of several aspects of the plan submitted by the two companies. □

Rules on supplements 'merit attention,' ANPA counsel says

The U.S. Postal Service is seeking comment by Sept. 7 on still more proposed rules governing supplements to second-class mail pieces including newspapers.

The new proposal abandons some previous USPS ideas to which ANPA had objected but contains several requirements that Tonda F. Rush, ANPA assistant general counsel, said "still merit attention."

Dropped from an earlier version were a limit on the number of pages of supplements a newspaper may carry and a requirement that all supplements carry the line "supplement to" followed by the name of the newspaper.

ANPA had said such rules would force some smaller newspapers to turn away advertising and create other hardships [**presstime**, March 1987, p. 49].

The Postal Service most recently proposed, among other things, that:

- The "supplement to" line be mandatory for non-advertising supplements and "be a recommended but voluntary identifying marking" for advertising supplements
- No supplement be longer or wider than the newspaper in which it is contained
- Product samples—including "envelopes containing enclosures," such as cents-off coupons—not be eligible as supplements
- The mailing address and title of the publication appear on the same side of the mail piece
- Publishers, when inserting supplements in the paid newspaper that also will be mailed via third-class, be required to insert those supplements so that the mail indicia be concealed.

USPS earlier had proposed that supplements carried in the newspaper not be permitted to carry any indicia at all, and publishers said that would result in unnecessary extra expense. ANPA is studying the proposed changes. □

Rate case advances

Proceedings in the new U.S. Postal Service rate case picked up speed in August as USPS experts testified in 13 days of hearings about the need for more revenues.

USPS filled 15 loose-leaf notebooks in responding to written questions submitted by ANPA and other parties.

ANPA, which concluded on a preliminary basis that the rate package is favorable to the newspaper business, in late August was drafting its formal position in the case [**presstime**, July 1987, p. 58]. □

State and Local

Press groups sue to overturn Florida ad tax

A lawsuit seeking to throw out the Florida ad tax was filed in early August by the Florida Press Association, joined by Media General Inc., which publishes The Tampa Tribune, and by two television stations and a Florida retailers' group.

Other suits are pending from other newspaper companies, said Faye B. Davis, FPA assistant executive director. No hearing dates have been set on any of the media suits. (See essay, p. 36.)

As those suits and others by advertising related interests await action, one weekly newspaper group in Florida is seeking support in its crusade to end the tax. Rather than have many redundant efforts by newspapers, Publisher Derek Dunn-Rankin and Executive Editor Don Moore of the weekly Venice Gondolier and five sister weeklies in the Sun Coast Media Group have asked other Florida newspapers to cooperate with their effort.

The Gondolier launched a campaign called "The People's Tax Revolt" as a means for newspapers to collect signatures for a referendum on the tax. Cooperating newspapers print ads and coupon petitions that people may send to a larger political action committee called S.T.O.P (Sales Tax Oppressing People).

So far, 50,000 people have signed petitions requesting that Florida voters be able to decide the issue in the next general election in November 1988. Nearly 343,000 signatures are needed to put the issue on the ballot.

Florida Gov. Bob Martinez, who supports the advertising tax, also supports a non-binding referendum on the question and will ask the state Legislature to include it on the ballot for Florida's March 8 presidential primary. □

Colorado court exempts sales to distributors

Culminating five years of litigation, the Colorado Supreme Court has revoked retail sales tax assessments on papers sold to carriers and independent distributors.

The court ruled July 27 that the sales are exempt because they are wholesale transactions.

The city of Denver tried to assess the tax on The Denver Post and Rocky Mountain News for newspapers sold to their independent carriers. □

World Press

Panama shuts three dailies

The government-mandated closure of three daily newspapers in Panama during a political crisis there sparked an international media outcry.

ANPA sent a telegram to Panamanian President Eric Artuo Delvalle and Armed Forces Commander Manuel Antonio Noriega, strongly protesting the July 26 closing of La Prensa, Extra and El Siglo as well as broadcast stations in the country. The American Society of Newspaper Editors also sent a protest telegram.

The Inter American Press Association dispatched a delegation to Panama in an unsuccessful attempt to meet with Delvalle and Noriega. IAPA President Alejandro Miro Quesada of El Comercio in Lima, Peru, noted that the country is now one of four in the hemisphere where newspapers have been closed by their governments. The others are Cuba, Nicaragua and Paraguay.

With regard to Nicaragua, six press groups in August called upon Nicaraguan President Daniel Ortega to honor the Central American peace agreement he recently signed and allow closed daily La Prensa to publish again. The letter to Ortega was signed by Freedom House of New York City, ANPA, ASNE, IAPA, World Press Freedom Committee, International Federation of Newspaper Publishers (FIEJ) and International Press Institute. □

M'Bow may stay on at UNESCO

Will Amadou Mahtar M'Bow extend his term as director general of UNESCO?

According to the newsletter of the World Press Freedom Committee, M'Bow wants to stay on at the helm of the Paris-based United Nations Educational, Scientific and Cultural Organization for two more years. M'Bow has served two terms, a total of 13 years.

UNESCO has been the site of debates over the establishment of a "new world information order," something that free-press nations have vigorously opposed [**presstime**, June 1986, p. 54]. A new director general is scheduled to be elected at UNESCO's General Conference Oct. 20-Nov. 21 in Paris.

UNESCO spokesman Doudou Dienne said M'Bow has refused to comment on press reports that some delegations at UNESCO headquarters have discussed the possibility of M'Bow extending his term in office if the election is deadlocked. □

Transportation

Rail strike halts national service in Canada

Canadian railway workers struck Aug. 24 after talks between nine unions and Canadian National Railways and Canadian Pacific Rail deadlocked over job security, wages and other issues. The strike shut down national rail service, but at press time, the parties had been brought together through a mediator.

Officials said the federal government would intervene if those talks failed.

Union officials wanted job protection for workers with at least four years of service. Railroad executives said they want to cut costs and would not make such a guarantee.

The 48,000 union members had worked without a contract since December 1986.

Canada's last national rail strike occurred in 1973. It lasted two weeks until Parliament issued a back-to-work order. The contract dispute later was settled through arbitration.

Railroad cars are used to transport the majority of Canadian newsprint used by newspapers in North America.

Also on the transportation labor front in Canada, a tentative settlement has been reached between BC Rail and seven unions in British Columbia.

Provincially owned BC Rail is the third largest railroad in Canada [**presstime**, Aug. 1987, p. 54]. □

Analysis provided of trucking costs

The Private Truck Council of America reported that it costs an average of $1.63 per mile for trucking fleets to operate, with tractor-trailer fleets averaging $1.38 and trucks and van lines averaging $2.13.

Most expenses for tractor-trailer fleets are for equipment maintenance, whereas for trucks and van lines driver salaries are the biggest cost item, the PTCA reported.

Overall, drivers' salaries account for slightly more operating costs than the equipment—71 cents per mile for salaries and 68 cents for equipment. □

Railroad on track

Wisconsin Central Ltd. announced a tentative financing agreement for its acquisition of 2,000 miles of Soo Line Railroad lines in Minnesota, Wisconsin and Michigan. Wisconsin Central is expected to begin operations this month. □

Constitution is 200 years young

Organizers have laid the finishing touches on plans for "A Celebration of Citizenship," which expects to reach more than 66 million students Sept. 16 in a day-long "teach-in" about the Consitution.

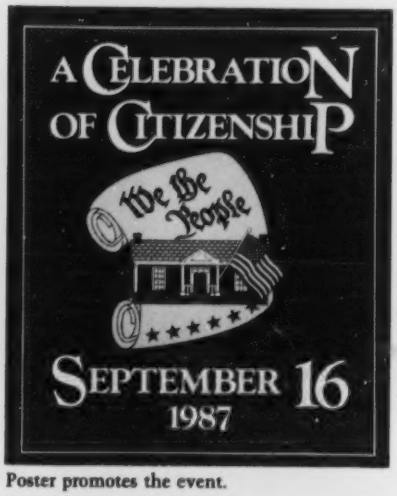
Through local Newspaper In Education coordinators, "a lot of newspapers are putting on workshops for teachers, telling them what to teach that day," said Claudia Haskel, ANPA Foundation's project director for the event. Lesson plans have been designed to prepare students for the following day's observance of the bicentennial of the document's signing.

ANPA Foundation and the Commission on the Bicentennial of the United States Constitution are cosponsoring "A Celebration of Citizenship" with 12 national education organizations.

Over the summer, when extra corporate funding became available, the program expanded to involve, potentially, the entire U.S. population through a nationally broadcast ceremony [presstime, July 1987, p. 62]. At 1 p.m. EDT on the 16th, ABC will begin televising a special half-hour program, covering school activities related to the bicentennial.

The official ceremony, to be aired by the television networks, will start at 1:30 p.m. EDT. It will feature President Reagan leading the nation in the Pledge of Allegiance from the West Front steps of the Capitol in Washington, D.C. Other scheduled participants are retired Chief Justice Warren E. Burger, chairman of the bicentennial commission; congressional leaders; cabinet members; and American youth participating in marching bands and other ways.

New painting by Mort Kunstler depicts James Madison and Benjamin Franklin examining printed copy of Constitution. The Printing Industry of the Carolinas is offering reproductions for $150 unframed or $250 framed, benefiting PICA Foundation educational activities.



Poster promotes the event.

In a press briefing Aug. 20, Burger said the national civics lesson would be patriotic, educational and entertaining. It kicks off four years of bicentennial celebration, continuing through 1991—200 years after ratification of the Constitution's first 10 amendments, the Bill of Rights.

Newspapers across the country have been participating in "A Celebration of Citizenship" primarily through their NIE programs. In late August, ANPA Foundation mailed full-page, camera-ready ads to newspapers in preparation for the day.

Among special newspaper projects surrounding the Sept. 16 event, the Houston Chronicle is conducting a day-long symposium, "America's Framework 1787-1987," at which Houston leaders will speak about the Constitution. Participants will see the entire live broadcast from Washington via big-screen television. Outstanding social studies students, nominated by school districts in the Houston area, will be honored at the symposium.

In Florida, a three-day speaking tour by state Education Commissioner Betty Castor was organized by the statewide NIE program specialist, Barbara Shapley. The tour will culminate Sept. 16 in Fort Myers, when Castor addresses high school journalism students in an event coordinated with the Fort Myers News-Press.

Newspapers have been most involved in commemorating the bicentennial in ways not directly related to "A Celebration of Citizenship."

"What newspapers are doing about the Constitution is phenomenal," the Foundation's Haskel said of this year's proliferation of special sections, Sunday magazines, commentary, and stories about the Constitution in America's past and present .

One unusual project involves historians at Johns Hopkins University in Baltimore, The Farmington (N.M.) Daily Times, newspapers in 11 states and Gannett Foundation. Using the Daily Times' production facilities, the historians have been producing their version of a 1787 newspaper, primarily under a grant from Gannett Foundation.

The first edition of The Liberty Gazette, as the special newspaper is named, was published the week of May 20. The paper has been carried as an insert by newspapers in 11 states, including the Daily Times and six others in New Mexico. The last edition is scheduled to appear Sept. 23. □

Reading campaign enters new phase on Literacy Day

ANPA Foundation will kick off a new phase in its Press To Read campaign by meeting on International Literacy Day, Sept. 8, with leaders of 20 educational organizations.

The meeting is an attempt to broaden the Foundation's three-year assault on illiteracy by taking the campaign beyond the newspaper industry, said Carolyn Ebel Chandler, manager/literacy programs for ANPA Foundation.

The Foundation will develop cooperative projects with the educational organizations, including the International Reading Association, whose 72,557 members are professional reading educators. IRA sponsors International Literacy Day.

"The primary focus in the program's first phase was to create awareness within our industry about the nature of the national illiteracy problem," said Charles T. Brumback, chairman and president of ANPA Foundation, and president and chief executive officer of the Chicago Tribune Co.

"This we have accomplished," he said, citing illiteracy projects by hundreds of newspapers. Now "we will apply our energies to support the experts who will do the actual teaching of reading." □

NIE workshops lauded by participants

Workshops to help teachers use the newspaper in the classroom have been effective, according to a survey by two researchers from Miami University.

Seventy-eight elementary and secondary school teachers who participated in 35 workshops in 13 states during Newspaper in Education Week last March responded to the survey.

More than a fourth said the sessions helped them to teach art, math, science, social studies and English; another 23 percent appreciated the focus on vocabulary and spelling; others cited the value of using newspapers for teaching critical thinking.

The survey, conducted by professor Allen Berger and research assistant Irene Lang Kleiman, was sponsored by the Gannett Foundation "to determine what makes a successful newspaper workshop and how it influences education in the classroom."

According to statistics compiled by ANPA Foundation, at least 43,748 teachers participated in 1986 NIE Week activities. □

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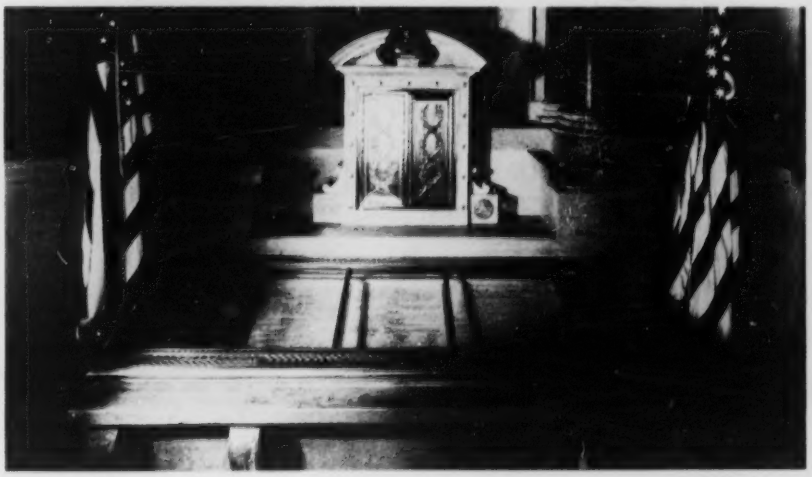
The President takes an oath to defend something even more important than a majestic symbol of our country.



The President takes an oath to defend the Constitution of the United States. A document that has been described as the greatest leap forward for freedom in human history. A document that is the foundation of our country. And the means by which we achieve the rule of law and protect our freedom.

As we commemorate the Bicentennial of the U.S. Constitution, there is no better way for you as an American to reaffirm the principles for which our country stands than to learn more about the Constitution.

The words we live by.

THE CONSTITUTION
The words we live by

To learn more about the Constitution write: Constitution, Washington, D.C. 20599, The Commission on the Bicentennial of The U.S. Constitution. Ad Council

Another look at credibility; weather pages also studied

BY GUIDO H. STEMPEL III

The glut of credibility studies in the last several years has found that some people trust newspapers and some people don't. The next question has to be, "Who are those people who don't trust the media?" An article by Cecilie Gaziano and Kristin McGrath in the summer 1987 Newspaper Research Journal offers some answers.

Gaziano, research analyst for MORI Research of Minneapolis, and McGrath, president of MORI, draw on the ASNE credibility study, which they directed [presstime, May 1985, p. 56], for a psychographic analysis. They found the group most critical of the press consisted of well-educated, conservative, high-income people whom they termed "sophisticated skeptics."

This group expressed substantially less confidence in newspapers and television than other respondents did. They also gave lower ratings on honesty and ethical standards to newspaper reporters, television reporters, television anchors and newspaper editors.

The "sophisticated skeptics" believed that Democrats, labor union members and people on welfare get coverage that is too favorable, while Republicans and military leaders do not receive enough favorable coverage.

There are two reasons that newspapers need to be concerned about the "sophisticated skeptics." One is that they tend to be opinion leaders in their communities. The other is that while they are more interested in news than other respondents, they are less loyal to their local newspapers.

• • •

USA Today's impact on newspaper graphics is widely talked about by newspaper people. Certainly one of its most apparent efforts in graphics is the weather map. How much impact has this had? Not a great deal, according to a study in the Summer 1987 Newspaper Research Journal.

Mark Monmonier, professor of geography at Syracuse University, and Val Pipps, design chief of the Gary (Ind.) Post-Tribune, studied 26 newspapers in the 14 cities where USA Today was first introduced. They looked at weather sections in those newspapers six months before USA Today's debut and again about 30 months later.

Monmonier and Pipps found some change in the presentation of weather information—but no stampede to imitate USA Today [presstime, March 1987, p. 16]. They concluded that the weather sections in 11 of the 26 papers were virtually unchanged; just two had added color to weather maps (two had that feature before USA Today's launch), and only four made their maps larger.

They also found that seven papers had added regional weather maps after USA Today appeared. In so doing, they were exploiting an advantage they have over the nationally circulated USA Today. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Scarborough's findings parallel Simmons'

Sunday newspaper readership shows a healthy gain and daily readership is virtually holding its own, according to figures released by Scarborough Research Corp. in a survey of the top 50 markets plus Des Moines.

The survey, in which 61,026 adults were interviewed, found that 73.7 percent read a Sunday newspaper, and 68 percent read a daily newspaper. Overall, the study represents 117 million adults, Scarborough estimated.

The survey results are broken down into 51 areas of dominant influence, 74 metropolitan statistical areas and 12 local newspaper-defined markets—the largest number of areas ever for a Scarborough study.

The Scarborough results were close to those of Simmons Market Research Bureau Inc., which released its top-50 survey earlier in July [presstime, Aug. 1987, p. 37]. Simmons had reported that Sunday and daily readership were 72.3 and 67.1 percent, respectively. The Simmons study was based on 106,000 telephone interviews in 56 markets, including the top 50.

The two firms conducted a joint survey in 1985 but then elected to go separate ways. The 1985 results showed that 69.7 percent said they read a Sunday newspaper, and that 68.4 percent read a daily paper on an average weekday. Researchers caution that exact comparisons between the 1987 and 1985 studies cannot be made because the samples and methodology varied somewhat. □

'Benchmark survey' set this year on readership

Response Analysis Corp. of Princeton, N.J., has been selected by the Newspaper Advertising Bureau to conduct a national study of adult newspaper reading habits.

The study is sponsored by the Readership Task Force of the Future of Advertising Project. It was described as "another benchmark survey" by Reg Murphy, president and publisher of The Baltimore Sun and task force chairman.

The overall cost of the project will be in excess of $250,000, said Albert E. Gollin, NAB vice president and associate director of research.

Results of the study will be compared with readership trends shown in similar surveys conducted for the erstwhile Newspaper Readership Project in 1977 and 1982.

Response Analysis conducted a national classified ad study for NAB in 1986 and did the field work for the 1983 NAB study, "How America Shops and Buys."

The survey field work is scheduled to begin in October. James H. Fouss, president of Response Analysis, said a national probability sample will be taken in which 2,000 persons across the country will be interviewed face to face.

Results will be projectible to all the households in the United States, according to Fouss.

Respondents will be asked if they read yesterday's newspaper. Those who say they did will be shown a copy of the paper. For that purpose, interviewers will have available copies of the previous day's editions of every newspaper that has at least 5-percent local market penetration. Pages will be shown at random. Each respondent will be asked whether he or she actually read those specific pages.

People also will be asked where they get their information—from newspapers, television, radio, magazines or other sources.

In addition to benchmark questions posed in 1977 and 1982, there will be queries on topics that have become more important in recent years, Gollin said. Those include the rise in Sunday readership, single-copy sales, classified-ad readership and "no time to read."

"The initial reports on the results of this important survey will be made to the American Society of Newspaper Editors and ANPA in 1988," said Gollin, who is directing the study for the task force. "We will be supplementing these with a series of detailed written reports and other industry presentations throughout the year." □

Racial diversity is emphasized in Orlando Sentinel program

The Orlando Sentinel has met a goal only dimly visible, if at all, at most other U.S. newspapers—the racial diversity of its staff exceeds that of the community at large. And in the newsroom, the Sentinel staff is approaching that level.

Minorities make up slightly less than 14 percent of the Orlando population. They are 11 percent of the Sentinel's editorial staff and 15 percent of all Sentinel personnel, the company says.

But the paper has found that an even more formidable task remains: to make its news and feature pages also representative of its community.

To reach that goal, the Sentinel developed a program to put more of its money, time and energy where its mouth is. And to practice until it gets it right.

A systematic approach began with formation of an in-house committee last January, which for three months pored over editions published between Jan. 4 and Jan. 17. Each section was analyzed to determine whether minorities were included in stories and art, whether they were used as sources, and whether they were portrayed in a positive or negative light.

The consensus was that the Sentinel was doing a satisfactory job but not nearly enough to reach its goal of fully reflecting racial diversity.

Sentinel Editor John Haile directed that most of the committee's recommendations for change be implemented within 90 days.

Key deficiencies cited by the committee were virtually non-existent coverage of the Hispanic community, inadequate use of minority sources in routine stories, and lack of contacts between reporters and minority communities.

Some of the remedies being pursued:

- A Spanish course, currently attended by 10 newsroom staff members, may help break down the language barrier.
- Editors direct reporters to seek sources and viewpoints from varying racial backgrounds, whenever possible.
- Job responsibilities of editors, reporters and columnists include visits to minority communities to establish better familiarity and cultivate new sources.
- Reporters and editors take care not to identify people by race in news stories, unless race is truly relevant.
- Photographers, artists and editors seek to reflect Orlando's ethnic mixture in photos and graphics.

While even the best laid plans don't guarantee improvement, Assistant Metropolitan Editor David Porter said he's already seen progress, especially in the feature sections.

"Hardly a week goes by that I don't see stories that touch on or include minorities," he said. "They have taken routine stories and made an effort to include minorities."

In a year, the paper plans to start the process all over again with another content analysis and further recommendations. □

Darrell Hall

Albert Fitzpatrick, assistant vice president of Knight Ridder Inc. and president of the National Association of Black Journalists, responds to questions at NABJ's 12th annual convention in Miami. More than 1,100 journalists registered for the Aug. 18-23 convention.

Eleven awarded ANPA Foundation minority fellowships

Ten newspaper employees and a college journalism teacher have been awarded ANPA Foundation minority fellowships for the second half of 1987.

The semiannual fellowships cover travel, registration and lodging expenses for attendance at training seminars sponsored by ANPA and other newspaper organizations [**presstime**, March 1987, p. 75].

Since the program began in 1981 to expand management opportunities for minorities, the Foundation has awarded 129 fellowships.

Winners of the current fellowships, and the training sessions they were selected for, are:

- John A. Taylor, labor relations and legal affairs manager, The Detroit News; and Frank E. Lopez, assistant managing editor, Mesa (Ariz.) Tribune—ANPA Management Development Workshop, Austin, Texas, Sept. 21-24.
- Ray Marcano, medical reporter, Dayton (Ohio) Daily News and Journal Herald; and Eugene Kane, reporter and features/entertainment columnist, The Milwaukee Journal—The Poynter Institute seminar on Writing: Writers & Editors, St. Petersburg, Oct. 4-9.
- Roosevelt Wilson, assistant professor of journalism, Florida A&M University, Tallahassee—American Press Institute seminar for journalism educators, Reston, Va., Oct. 4-9.
- Lorraine E. Branham, Burlington Neighbors editor, The Philadelphia Inquirer; and Josie Cantu-Weber, news features editor, El Paso Times—Leadership in the Newsroom Workshop, sponsored by ANPA, the American Society of Newspaper Editors and Associated Press Managing Editors, Chicago, Oct. 5-7, or St. Petersburg, Nov. 30-Dec. 2.
- David R. Carranza, classified phone sales supervisor, Tucson Newspapers Inc.—API seminar for classified advertising managers, Reston, Nov. 1-7.
- James N. Crutchfield, metropolitan editor, Detroit Free Press—ANPA Advanced Management Workshop, Amelia Island, Fla., Dec. 7-9.
- David Drapeaux, circulation sales manager, Aberdeen (S.D.) American News—API seminar on Circulation Sales and Marketing Strategies, Reston, Dec. 6-11.
- Rhonda Chriss Lokeman, editorial writer, Kansas City Star Co.—API seminar for editorial page editors and writers, Reston, Dec. 13-18. □

Honoring historic journalism sites

BY DAVID PEASE

Donald Ring Mellet, publisher of the Canton (Ohio) Daily News, was walking in his yard on the morning of July 16, 1926. Suddenly, a man appeared and fired a shot that ripped through Mellet's head. The publisher fell dead.

The scene could have been one in a crime movie. But in reality, it is one of many episodes that constitute the history of journalism in the United States. Mellet was the victim of a gunman getting revenge for the newspaper's intense coverage of city government corruption.

As a result, the Society of Professional Journalists, Sigma Delta Chi, in 1976 designated Mellet's home as a historic site in journalism. It is one of about 80 locations in the United States that the national SPJ,SDX has recognized since 1942 as the scene of a significant event or accomplishment in the annals of journalism.

"The program has an internal as well as a public side," said University of Georgia journalism professor Wallace B. Eberhard. "Internally, it gives journalists a sense of their past. The program also attempts to keep our history alive for the public." Eberhard plans to compile a book of essays and photographs about the sites recognized by the SPJ,SDX program, the only one of its kind.

The idea of designating historic sites was the brainchild of Irving Dillard, a St. Louis Post-Dispatch editor and journalism professor, who was chairman of Sigma Delta Chi in 1940. He saw the program as a way of observing National Newspaper Week. (See story, p. 72.)

A Historical Sites Committee originally chose one site per year. Since 1965, the number selected has varied from one to six and averaged about three, according to Russell C. Tornabene, recently retired SPJ,SDX executive officer.

The organization installs informational plaques at or near each site to explain the historical significance. Traditionally, each new plaque is formally dedicated at a ceremony and reception.

Nominations for historical sites usually are made by local chapters of SPJ,SDX.

A granite marker in Old Bennington, Vt., denotes the first designated site—the location of the first print shop of Anthony Haswell. Haswell, editor and publisher of the Vermont Gazette, was jailed for fighting the Sedition Act of 1798.

Pease, a Duke University senior, was a summer intern at presstime.

The Advertiser in Montgomery has one plaque (top) honoring crusading editor Hall and another, from the local SPJ,SDX chapter, citing Pulitzer Prize-winning Editor Harold E. Martin.

Other sites include:

- The newsroom of The Advertiser in Montgomery, Ala., honoring Editor Grover Cleveland Hall's early 20th century campaign against the Ku Klux Klan
- Reid Hall on the campus of Washington and Lee University in Lexington, Va., commemorating the first formal instruction in journalism. It was proposed by Gen. Robert E. Lee, president of what was then Washington College, in 1869
- The lobby of the Associated Press offices at Rockefeller Center in New York City, commemorating the first leased wire used to transmit news
- The lobby of the Arkansas Gazette in Little Rock, honoring Editor John N. Heiskell and the Gazette as the oldest newspaper west of the Mississippi
- The Main Restaurant in Baraboo, Wis., marking the spot where Baraboo Republic Editor Ansel N. Kellogg developed the first newspaper syndicate in 1861
- The lobby of the Atlanta Daily World, honoring founder W.A. Scott II and the oldest black-owned and controlled daily in the United States
- Townsend's War Correspondents Arch in Gathland State Park, Jefferson, Md., recognizing the memorial to Civil War correspondents of both the North and the South
- 206 Hill St. in Hannibal, Mo., marking the site of the Hannibal Journal, where Samuel Clemens (Mark Twain) began his career in writing.

Sites designated this year were The Baltimore Sun, founded 150 years ago and one of the first successful penny newspapers; and the birthplace in Greenville, Ohio, of legendary broadcaster Lowell Thomas, a founder of the company that evolved into Capital Cities/ABC Inc. □

Project Watchdog funding grows

Project Watchdog has received more than $715,000 in contributions to date from media organizations and individual companies.

The public-service advertising project, dedicated to freedom of the press, is expected to generate more than $25 million in donated time and services by the time it ends in 1991, the bicentennial of the Bill of Rights to the Constitution.

Project sponsors are the Society of Professional Journalists, Sigma Delta Chi, and the Advertising Council [presstime, April 1987, p. 51].

The advertising is prepared, published and aired on a voluntary basis by ad agencies, newspapers, magazines and broadcast stations. □

Husband and wife who edit rival papers are careful about conversations at home

The executive editor of the Pasadena (Calif.) Star-News and the editor of the Daily News of Los Angeles get along quite well, even though their newspapers are rivals.

In fact, the editors are married to each other.

Robert W. Burdick, 39, was named editor of the Daily News July 31. He had been managing editor/news. His wife, Patricia Burnett, 40, was promoted on Sept. 1 from managing editor to executive editor of the Star-News.

Although the Daily News (morning, circulation 153,084) and Star-News (morning, 40,950) are not in head-to-head competition, the Daily News has some circulation on the western fringes of Pasadena. Both newspapers carry stories dealing generally with the greater Los Angeles area.

The husband and wife say they long ago resolved any notion of conflict of interest

Robert W. Burdick

Patricia Burnett

because of their jobs. At home, they talk about the newspaper business but never about specific assignments and projects.

"It's old hat," said Burnett. She worked for the San Francisco Examiner for four years while her husband worked for the San Jose Mercury News. Later, she was on the staff of the Daily Camera in Boulder, Colo., while he was at The Denver Post.

Burdick and Burnett met in 1975 while both were working at the same paper—The Wichita Eagle-Beacon.

Despite their efforts to keep their separate jobs from causing any problems, once in a while things can be a little awkward.

Last January, for instance, just after the Rose Bowl game in Pasadena and just before the Super Bowl was to be played in the same stadium, Burdick sent a Daily News reporter to Pasadena for about a week, digging into records concerning safety factors there.

On the morning the first part of a series on Rose Bowl safety appeared, Burdick told his wife at breakfast, "You might want to read the Daily News today."

Said she: "They broke that story in my own back yard."

Said he: "She was not entirely pleased with that. But she would do the same thing to me. I'm sure of that." □

Writers don't always write right

It should go without saying that journalists should be masters of grammar. However, a University of Oregon School of Journalism survey reveals that many writers apparently have much to learn.

The survey asked editors, other journalists and journalism educators what language abuses bother them the most. One hundred questionnaires were distributed; 50 people responded. High on their lists of annoyances:

- Misuse of *it's* and *its*; *you're* and *your*
- Improper use of *like* as a preposition, as in "It looks *like* it will rain."
- Sentences that end with a preposition
- Pronoun-antecedent disagreement. It is incorrect to say, "McDonald's is promoting *their* new product." McDonald's is singular and should be referred to as *it* (or *its*).

The largest group of irritations consisted of incorrect and imprecise word usage such as:

- *Most unique*. *Unique* means one of a kind.
- *Hopefully* to mean *I hope*. *Hopefully* is an adverb that means *in a hopeful manner*.
- *Presently* to mean new rather than soon. *Currently* is the correct choice.
- Substituting *feel* for *believe*
- Confused use of *further* and *farther*. *Farther* expresses physical distance; *further* refers to degree, time or quantity.
- Using *since* to mean *because*. *Since* denotes a period of time; *because* gives a reason or cause.
- Saying something is *centered around*. *Centered on* is the correct usage.
- Misuse of *compose* and *comprise*. Individual parts *comprise* or make up a whole. A whole is *composed of* smaller parts.
- Overuse of *very*, *many*, *that*, *get* and *got*, *on*, *virtual* and *indeed*.

Journalists despise language that is vague, such as sentences that begin with *being* and forms of *there is*, and use of phrases such as *impact on* as a substitute for *affect*, or *prior to* for *before*.

Most also said they are bothered by words that have been recently contrived or given new meanings. Examples are computer-related words such as *retrofit*, *interface*, *upload*, *download* and *input*. □

Design society meets

The annual workshop and business meeting of the Society of Newspaper Design will be Oct. 15-17 in Austin, Texas.

It will feature four design exercises in news, features, business and sports. For more information, contact SND's Ray Chattman at The Newspaper Center in Reston, Va., at (703) 620-1083; or Peggy Itzen of the Austin American-Statesman at (512) 445-3660. □

Former newspaperwoman takes over as SPJ, SDX staff chief

Vivian E. Vahlberg, 39, a former Washington correspondent and former president of the National Press Club, is the new executive officer of the 20,000-plus-member Society of Professional Journalists, Sigma Delta Chi.

Vivian E. Vahlberg

Vahlberg was Washington correspondent for newspapers published by Oklahoma Publishing Co. of Oklahoma City from 1971 to 1976 and assistant bureau chief in Washington for the company from 1976 to 1983.

She was president of the National Press Club in 1982 and from 1983 to 1984 was vice president of the Press Building Corp., helping to oversee an $85-million renovation of the club's Washington, D.C., building.

She began her duties Aug. 15 at SPJ,SDX headquarters in Chicago, replacing Russell C. Tornabene, who resigned to head a firm that trains business and government officials in how to deal with the press. □

Creators Syndicate continues growth; large syndicates say they won't change policies

Tom Batiuk has become the latest artist or columnist to sign on with Creators Syndicate, whose liberal, across-the-board policy on ownership of material has caused a stir in syndicate circles.

For his new comic strip, "Crankshaft," Batiuk said he went with Creators Syndicate because its president and founder, Richard S. Newcombe, allowed him to retain the rights to the strip. "Crankshaft" features an acerbic school bus driver.

Batiuk is best known for "Funky Winkerbean," a comic strip featuring high school students that appears in more than 350 newspapers. It will continue to be syndicated by North America Syndicate.

Batiuk explained that his contract with NAS calls for "Funky Winkerbean" to come up for renewal every five years. If the syndicate wants to renew, the strip is renewed; if it wants to drop the strip, it can. Another provision allows the syndicate to drop the strip any time within the five-year intervals should revenue from it fall below a certain minimum, he said.

Conversely, Batiuk said, there are no provisions allowing him to move "Funky" to another syndicate. It is tied to North America for all time, he noted.

Explaining why he had signed a contract tying up the rights to his comic strip forever, Batiuk said, "I'd have done just about anything to get syndicated. I was just out of college, and I had a strip based on friends of mine." He said he signed with Publishers Hall in 1972, a syndicate long since absorbed into several companies that have become North America Syndicate.

Another such company was News America Syndicate, which Newcombe was heading as president when it was acquired earlier this year by The Hearst Corp. Newcombe left to start Creators Syndicate.

Its offerings now include advice columnist Ann Landers, editorial cartoons by Herbert Block (Herblock) and the comic strip "B.C." by Johnny Hart [**presstime**, July 1987, p. 64]. At the time of signing with Creators Syndicate, they, too, said they were attracted by its policy of allowing writers and artists to retain the rights to their material.

It is difficult to assess what effect Newcombe's approach to syndication may have had on other syndicates. Executives of large syndicates contacted by **presstime** said they have no plans to change their relationships with artists and writers, but they will not discuss specific situations.

Dennis R. Allen, vice president/creative director of King Features Syndicate, the parent company of NAS, commented: "No two contracts are the same. We regard the handling of contracts and negotiations as private events. We would be violating confidences of our clients if we discussed these matters in public."

Sarah A. Gillespie, director of comic art for United Feature Syndicate, said, "I think we could say our policy is to deal with each artist on an individual basis. Beyond that, it [the contract] is proprietary." She added: "Our feeling is that there's no real change in our basic attitude."

A smaller syndicate that was started in 1970 with a commitment to bringing a new approach to the business, Universal Press Syndicate, routinely provides that the artist or writer retain rights to the material, said Lee Salem, vice president and editorial director.

At the same time, Salem said some artists have an unfounded fear that if a syndicate retains the rights to a cartoon, it could someday fire the artist and hire someone else to draw it. It is not plausible to believe that anyone other than Gary Larsen could draw "The Far Side" or that someone could substitute for Garry Trudeau with "Doonesbury," he said, citing two of his syndicate's most popular offerings.

Salem also said that a periodic review of a strip's performance, such as the five-year renewal clause mentioned by Batiuk for "Funky Winkerbean," is reasonable because strips not being read or not being bought have to be dropped.

Batiuk said he believes other young artists sign up with syndicates for the same reason he did. "Basically you're presented with a choice of doing it their way or not being syndicated."

Asked whether he would advise other artists with new strips to insist on keeping the rights to their material, he replied: "I think they'd be darn fools not to do that."

He said he thought the freedom offered by Creators Syndicate will be good for the business. "There's never been an option in this business before. It's going to be healthy for the syndicates, because I think it will force them to be more creative."

—Gene Goltz

Media reporter's column will be syndicated by Post unit

The Washington Post Writers Group Sept. 2 will begin syndicating Post reporter Eleanor Randolph's column on the media.

Although many reporters and columnists report regularly on the media in newspapers throughout the country, Randolph's media column may be the first one offered for syndication, said William B. Dickinson, Writers Group editorial director.

Eleanor Randolph

Randolph, 44, has been the Post's media reporter since 1984. She previously worked at the Pensacola (Fla.) News-Journal, St. Petersburg Times, Chicago Sun-Times, Chicago Tribune and Los Angeles Times.

"When I started out in journalism about 20 years ago, the one rule was you never wrote about yourself and never wrote about the business," Randolph said. "It's funny how that has changed."

She said Timothy Crouse's book, *The Boys on the Bus*, an account of press coverage of the 1972 presidential election, may have influenced the trend toward the media covering the media.

As part of her beat at the Post, Randolph has written an occasional column on developments in the media, as well as her regular reporting of media stories including libel suits, joint operating arrangements and ethical issues.

For the syndicate, she will write one media column a week. Writing the column gives her "a few hours of pleasure," she said, and she will continue to devote most of her time to reporting assignments involving the media.

Randolph said when she was hired at the Post some debated whether there would be enough work for a reporter devoted exclusively to the media.

"Now some people ask how I am going to find a media subject [for a column] every week," Randolph said. "I've found some lean times, but I found an awful lot to do." □

'Garfield' reaches 2,000 plateau

The comic strip "Garfield" has become the second one to appear in 2,000 newspapers worldwide, according to United Feature Syndicate. "Peanuts," by Charles M. Schulz, also distributed by UFS, remains in first place, the syndicate said.

Created by cartoonist Jim Davis, "Garfield" was introduced in 41 newspapers in 1978. It now appears in publications in more than 37 countries and is published in 12 languages.

However, the 2000th subscriber was a U.S. newspaper—The Commercial-News in Danville, Ill.

The Garfield phenomenon has spread to books and television. Seven Garfield book titles once appeared on The New York Times Best Sellers List simultaneously, according to United Feature, and 23 Garfield books have been published. Three out of six Garfield television specials have won Emmy Awards for Outstanding Animated Program.

Cartoonist Davis explains the popularity of the lazy, overweight and cunning cat this way: "He has the courage to say and do a lot of things a lot of us would like to, but don't." □

Southam still seeks U.S. syndicate pact

A proposed joint news distribution operation between Southam Syndicate of Canada and Scripps Howard News Service has fallen through.

Southam officials would not comment on why the agreement did not go through as planned. But they said they are talking with other news organizations in pursuit of their plan to exchange news and features with a U.S. syndicate [presstime, Aug. 1987, p. 40]. □

Column catches on

About 50 newspapers have signed up to carry the new advice column of the Chicago Sun-Times, said United Feature Syndicate's director of comic art, Sarah A. Gillespie.

The feature made its debut Aug. 10 with twin columns by Diane Crowley and Jeffrey Zaslow. The two were winners of a nationwide contest to replace Ann Landers, who moved to the Chicago Tribune in March [presstime, July 1987, p. 64]. □

Moral dilemmas get case studies

A seasoned journalist and an expert on philosophical ethics examine the moral dilemmas of modern journalism in *The Virtuous Journalist*.

Journalist Stephen Klaidman and Tom L. Beauchamp look at ethical questions through case studies on events such as the Rev. Jesse Jackson's derogatory comment about Jews, Gen. William Westmoreland's libel suit against CBS and coverage of AIDS victims.

The discussion in part delves into professional virtues and character traits needed for fair and accurate journalism.

The 246-page, hard-cover book is available for $19.95 from Oxford University Press Inc., 200 Madison Ave., New York, N.Y. 10016.

A catalog listing U.S. photojournalists

For those frequently calling on freelance editorial photographers, *The Editor's Guide to Freelance Photographers and Photojournalists* shows work samples of more than 500 of the nation's best freelancers.

Produced by Publishers Network Inc., the 520-page catalog is arranged by state, and each page is devoted to a separate photographer, showing address and phone number, background information and several sample photos.

Copies of the soft-cover book are available for $95 plus $6 for shipping and handling from Publishers Network, 828 Charcot Ave., San Jose, Calif. 95131.

'How-to' book explores use of databases

Tedious research can be streamlined almost beyond belief by using electronic databases, computer information expert Alfred Glossbrenner explains in *How To Look It Up Online*.

Glossbrenner examines the advantages of databases, how to use them, where to find them and how to evaluate them according to particular needs.

Copies of the 486-page, soft-cover book are $14.95 each, plus $1.50 for shipping and handling for the first copy and 50 cents for each additional copy. Quantity discounts are available. Contact St. Martin's Press Inc., Cash Sales Department, 175 Fifth Ave., New York, N.Y. 10010; (800) 221-7945. □

Audits resume in Dallas

The two Dallas daily newspapers and the Audit Bureau of Circulations have reached an agreement that will allow resumption of circulation audits there.

In 1986, the ABC suspended audits of the Dallas Times Herald and The Dallas Morning News after the Times Herald filed a lawsuit against its rival and the audit bureau. The Times Herald charged that the Morning News had inflated circulation figures. It sought unspecified monetary damages against ABC and the Morning News [presstime, Dec. 1986, p. 56].

After three-way discussions among the parties, the Times Herald dropped its monetary claim against ABC in early August, clearing the way for ABC audits of both papers. The bureau will conduct audits for the year ended March 31, 1987, and then for the six months ending Sept. 30, 1987, said ABC President and Managing Director M. David Keil.

The Times Herald lawsuit against both parties will proceed, however, as will a countersuit filed by the Morning News against the Times Herald.

The Morning News contends internal audits show its circulation numbers are valid. The Times Herald claims the last valid ABC audit was for the period ended March 31, 1985, showing the Morning News at 368,683 and the Times Herald at 241,055. □

Saskatoon likes its morning paper

The Star-Phoenix in Saskatoon, Saskatchewan, is going to continue as a morning newspaper until at least next May.

The paper made an experimental switch from evening to morning publication on May 19, intending to change back to the p.m. cycle at the end of the summer [presstime, March 1987, p. 51]. But General Manager Ed Sebestyen said a 5-percent increase in circulation helped executives decide to retain the a.m. schedule.

Sebestyen said the average daily paid circulation for June was 62,073, which he said was an increase of 3,194 over June 1986.

Several surveys also contributed to the newspaper's decision. Seventy percent of its carriers said they preferred morning delivery, and 66 percent of readers who voiced an opinion liked it.

Sebestyen said he wants to complete a year of a.m. deliveries before making a final decision on the schedule. □

Rate-incentive program finally begins; over 280 newspapers offer discounts

Although it was supposed to have started last January, the 18-month newspaper trial of a rate-incentive program for package-goods advertising has only just begun.

The test is designed to determine whether a certain group of national advertisers will respond positively to a concerted move by newspapers to curb the differential between national and retail rates. New York City ad agency Young & Rubicam announced the test last December, saying that 23 dailies had agreed to a trial program for package-goods advertisers [pressstime, Jan. 1987, p. 53].

Promotional brochure.

Subsequently, the Newspaper Advertising Sales Association took over the task of compiling a master list of special rates offered by newspapers participating in a broader program to lure package-goods advertising.

NASA did not finish accumulating rates from the more than 280 participating newspapers until mid-July, said NASA President Roy G. Blackfield, chairman and chief executive officer of Sawyer-Ferguson-Walker Co., an advertising representative firm.

Now, armed with the rates and a promotional brochure, NASA members are ready to hit the streets. "We are going out and making calls on every package-goods advertiser and agency in the country, whether it be a regional buy or a national buy," he said.

According to Blackfield, the rates, for a minimum of 13 quarter-page ads or their equivalent, provide an average 27-percent discount off the newspapers' regular national rates.

He said the newspapers participating in the program have combined circulation of just over 32 million—about half of total U.S. daily circulation.

The package-goods advertisers targeted currently spend 3 percent or less of their advertising budget in daily newspapers, Blackfield said. "Already we've had a response from a few, and we think we are going to have more. If it makes sense and we've increased our share of business, maybe newspaper publishers will look at the entire rate structure."

Blackfield said the first advertising buy made under the program was a regional order recently placed in the Dallas area by Campbell Soup Co.

Despite the start-up delay, Blackfield said he hopes a complete 18-month test still will be conducted. If so, it will run through the end of next year.

The American Association of Advertising Agencies intends to promote the program in its September newsletter, he said.

One advertising agency executive has been critical of the program. Joel S. Kushins, senior vice president, media director of Bozell, Jacobs, Kenyon & Eckhardt of New York City, called the program a "Band-Aid" approach to the rate-differential problem.

"There are a lot of good national advertisers in a lot of other categories" that would like similar inducements, themselves, he said.

Kushins said there are ways to structure rates to satisfy national advertisers who already use newspapers, including offering them "merchandising value" for their ads by distributing reprints to local retail outlets.

At the Newspaper Advertising Bureau, Executive Vice President Leo Bogart reported that newspapers have made "enormous progress" in addressing the rate differential problem. "What we are seeing is a greater complexity of rate structure than existed in the past," he said.

NAB's Future of Advertising Project has recommended that newspapers review the differential and consider offering special introductory rates to lure certain promising categories of national advertising, such as beer and proprietary drugs, as well as incentives for all national advertisers to repeat their ads.

"We don't expect immediate revisions of rate structures," Bogart said. "What we do expect is as newspapers start formulating their rate structure for 1988, they will be thinking very hard about the recommendation we put before them. And we have every indication that that is going on."

In related developments:

- Fifty-three percent of respondents to a recent survey by the International Newspaper Advertising and Marketing Executives said they believe retail/national differentials, beyond commissions, are "not at all justified." Of the 198 respondents, 87 percent said their newspapers charge more for national advertising than local. Nearly half said they plan to eliminate the differential. Of these, 71 percent said they want to do so within five years.
- Ottaway Newspapers Inc. adopted a policy of reducing the gap in rates. By the end of 1988, all 22 Ottaway dailies must either charge national advertisers buying at least 1,000 column inches annually no more than 25 percent above the retail rate, or establish a cost-per-thousand rate for a quarter-page national ad of $10 or less.
- The Philadelphia Inquirer initiated a local rate structure for national advertisers in its Sunday magazine and color comics.
- The Record in Hackensack, N.J., announced that it had achieved its goal of one rate for national and retail advertising at most volume levels.
- The Houston Chronicle introduced a program in which national advertisers that buy a schedule, or "flight," of ads receive a discount that brings the cost down to local rates.

—Margaret G. Carter

Kentucky survey finds newspapers top ad medium

When Kentucky residents were asked which medium they rely on most for advertising information, newspapers outdistanced the competition in every category.

For example, 65 percent said they rely on newspapers for grocery advertising, compared with 13 percent for the next-highest medium, direct mail.

Of the 80 percent of respondents who said they read newspapers on a regular basis, 72 percent said they very often or fairly often make purchases because of newspaper advertising, compared with 41 percent because of direct mail, 29 percent because of television and 23 percent because of radio.

The statewide survey of retail shopping habits involved 999 households. It was conducted by The Preston Group Inc. of Lexington, Ky., and Hamilton, Frederick and Schneiders of Washington, D.C., for the Kentucky Press Association and Kentucky Press Service. □

How to improve your advertising sales

BY CRAIG C. STANDEN

The Newspaper Advertising Bureau has compiled a list of 50 selling opportunities for newspaper advertising staffs—50 ideas which could be turned into ad sales before the end of the year. I'd like to share a few of them with you.

Retail

One good idea would be to *review your zoned coverage* of subscribers and non-subscribers to see if your distribution areas can be made smaller. Jim Hollis, the bureau's expert on total-market-coverage programs and the ins and outs of competing with direct mail, shoppers and pennysavers, believes that shrinking our zones to help retailers pinpoint their advertising better is the most effective single strategy available to us.

Craig C. Standen

Now is also a good time to take a hard look at your *non-subscriber product*. How does it compare in appearance and content with the weekly and shopper competition in your market? If you found it on your doorstep, would you pick it up and read it—or throw it away? Just having a non-subscriber product and a TMC program isn't enough any more. They have to be better than the competition. We are seeing cases where some advertisers will choose an excellent weekly newspaper over an excellent daily combined with a poor or mediocre non-subscriber product.

Be sure your zoned editions carry complete *information on how to place an ad*, including a telephone number and perhaps a map of all the zones. Remember, many of your readers are potential advertisers!

Do your *Christmas selling* early. Meet in September with your top retailers to review what you and the newspaper can do to meet their Christmas sales objective. For most retailers, October and November are just too late.

Remind those retailers—and every retailer in your market—that doing a *co-op inventory* before the end of October can help them generate extra money for Christmas advertising by spending all their earned accruals before they expire at year-end. It means more business for them, and you.

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

General

Is *health care* one of your fastest-growing ad categories? Be sure someone on your ad staff has responsibility for it. And no matter how you organize your sales effort, add punch with our new "Health Care" videotape presentation, designed for local sales calls on your area's hospitals, HMOs, doctors, dentists and insurance companies.

This month the bureau will have a new *travel presentation* designed for use with regional carriers, travel agents and tour packages. Use it as the centerpiece for sales calls aimed at getting a commitment for next year's advertising.

Encourage repeat ads. Doesn't it make sense to consider offering special incentives for repeat insertions of same-size ads run in a continuing schedule—incentives beyond your already established volume discounts?

1988 is a presidential election year. But most of the action, and most of the spending, will be local, with campaigns not only for governors, senators and representatives but also for state legislators, sheriffs, judges and others.

More importantly, the candidates will decide how to spend the money this year. Start *campaigning for those election dollars* now. Put together a list of likely candidates, party officials, local consultants and ad agencies. Get together with them and show them why and how they can get more bang for the buck in newspapers. So when the bureau's political advertising kit arrives on your desk in October, you'll be ready to spring into action.

Classified

As a promotion, *offer local realtors an extra day*, at an attractive special rate, to run their house ads with the word "SOLD" across the copy. This not only makes the realtor look good, it makes your classified section look even better.

Establish *seasonal pages* for categories like Temporary Help, Christmas Buying Guide and New Year's Resolutions. They'll make the paper more interesting, more useful and more profitable.

Develop a weekly bannered page of *business service classified* from painting and building contractors, floor covering stores, decorators, etc. Your local Yellow Pages are a prime source of leads for this kind of product.

Sponsor an automotive clearance event for local car dealers—perhaps in a downtown parking lot or as a mall event—and invite every dealer in town to tie in.

Use the bureau's *three recently completed studies of classified readership* in automotive, real estate and employment. They document the massive audience newspaper classified delivers—day in, day out, week in, week out—and you can tie your own local statistics in to double the selling power. If you haven't really studied these reports, you're missing some of the strongest selling ammunition the newspaper business has ever had. Make them the basis of your classified efforts. If you don't have these reports, order copies from our classified department.

You'll find these ideas, and 36 more like them, in a folder called "50 Selling Opportunities," which we put together from our presentation at the recent meeting of the International Newspaper Advertising and Marketing Executives. If you'd like us to send you a copy, call me or Pat Edwardes, my secretary, at (212) 704-4500. □

Telemarketing managers to organize

A national organization for newspaper retail telemarketing managers is being formed.

The idea of establishing such an organization, as yet unnamed, resulted from a two-day conference on newspaper telemarketing hosted by the Winston-Salem (N.C.) Journal in early June.

The organizational effort is "very much in the early stages," said Jeffrey P. Green, retail sales manager of the Journal. Kimberly R. Marion, Journal telemarketing manager, is coordinating the effort.

According to Green, the group plans to hold annual conventions and explore such subjects as the diversity of telephone systems and the management of a telemarketing department. □

'Facts' available

The Newspaper Advertising Bureau has published "Key Facts 1987: Newspapers, Consumers, Advertising."

Single copies are free and may be obtained from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036. □

ANPA schedules 42 seminars for 1988

ANPA—through its Training Services Department, Technical Services and Technical Research Departments, Human Resources Department, Newsprint and Transportation Department and Foundation—has announced 42 training sessions to be held during 1988.

Additional seminars and conferences are under consideration. They and any changes in the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Except where otherwise noted, additional information about the following seminars is available from Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va.; (703) 648-1126.

Leadership in the Newsroom — **Jan. 11-13, San Francisco; March 28-30, Austin, Texas; June 6-8, Washington, D.C.; Nov. 14-16, Miami**

Helps skilled journalists with the management part of the editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making, communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $550 for members of ANPA, ASNE and APME, $675 for non-members.

Managing People in the Circulation Department — **Jan. 25-27, San Francisco; April 11-13, Chicago; Oct. 31-Nov. 2, Austin, Texas**

Problem solving, motivation, performance appraisal—these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of the International Circulation Managers Association. Cosponsored with ICMA and the Newspaper Personnel Relations Association. Registration fee: $550 for members of ANPA, ICMA and NPRA, $675 for non-members.

Newspaper Executives Marketing Seminar — **Feb. 7-13, Houston**

Helps newspaper executives learn more about their newspaper and its market by being immersed in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 about newspapers—that challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Marketing Association. Registration fee: $1,900 for members of ANPA and INMA, $2,300 for non-members.

Management Development Workshop — **Feb. 8-11, Miami; May 16-19, Chicago; Dec. 12-15, San Francisco**

Leadership, decision-making, communciations techniques, motivation and coaching, team building, meeting management, problem identification, and resolution—these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: $675 for ANPA members, $800 for non-members.

Newspaper Personnel Workshop — **Feb. 14-17, Chicago**

Sponsored in cooperation with NPRA, this annual workshop is designed as an introduction to personnel management in the newspaper industry. Designed and run by newspaper personnel executives, the program provides a mix of internal expertise and external advice for the recently promoted or hired newspaper personnel professional. This workshop also provides participants with a network of colleagues in similar job positions who can be a valuable resource in further professional development. Registration fee: $350 for members of ANPA and NPRA, $375 for non-members. For more information, contact Patricia P. Renfroe, ANPA manager/personnel relations (703) 648-1069.

Budgeting/Planning Workshop — **Feb. 15-16, Tampa**

The goal of this workshop is to demystify the budgeting and planning process, so that managers—especially those with no prior financial training—will not see it as an annual ordeal, but a year-round opportunity to contribute to the operational and financial success of the newspaper. Topics include details of the planning process, building the operating budget, capital budget and cash flow, and a case study. Newspaper financial executives and planners serve as the faculty. Registration fee: $395 for members of ANPA and $495 for non-members.

Newspaper Sales Leadership — **Feb. 22-24, New Orleans; May 9-11, Washington, D.C.; Sept. 26-28, San Francisco**

The specific issues to be covered in this new management skills workshop especially for newspaper advertising sales managers will be determined by representatives of the International Newspaper Advertising and Marketing Executives, ANPA and the University of Chicago School of Continuing Education. The content and format of the workshop will closely follow that of successful ongoing workshops such as Leadership in the Newsroom and Managing People in the Circulation Department. This three-day workshop, cosponsored with INAME, will stress practical application of management skills and techniques. Role plays, small group and individual exercises, and discussion of management problems identified by the participants will be featured. Registration fee: $550 for members of ANPA and INAME and $675 for non-members.

Negotiating Strategy Seminar: Salaried Units — **March 7-8, San Diego**

This workshop is intended for newspapers whose labor agreements with white-collar units will expire within the next two years. Discussion will be directed principally at the issues emphasized in model contract proposals and at union bargaining goals that appear regularly in the course of negotiations. Participants may select other topics to discuss. The development of counterproposals, alternative strategies and drafting of desired language are features of the seminar. Registration fee: $300. For more information, contact Mary I. Sepucha, ANPA assistant manager/labor relations (703) 648-1073.

Advanced Management Workshop **March 7-9, Los Angeles**
Sept. 19-21, Chicago

Designed for senior-level managers and directors from all departments and those who have completed one of these workshops: ANPA Management Development, ANPA/ASNE/APME Leadership in the Newsroom, ANPA/ICMA/NPRA Managing People in the Circulation Department or ANPA/INMA Management Skills for Newspaper Promotion. It reviews the management skills addressed in these workshops and involves study and practice with several other management challenges including managing change and conflict, and coalition or team building. Registration fee: $550 for ANPA members, $675 for non-members.

Total Newspaper Conference **March 13-16, St. Petersburg**

Since 1966, this conference has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: $850 for ANPA members, $1,000 for non-members.

Newspaper in Education Conference **May 18-20, Atlanta**

Provides an opportunity for NIE coordinators, directors and other newspaper personnel with responsibility for NIE programs to learn and work with those NIE coordinators with successful Newspaper in Education programs. Presentations by newspaper managers and educators cover starting and enhancing a NIE program. Small group sessions focus on specific educational newspaper and professional concerns and give participants suggestions and direction that can be used at their newspapers. Registration fee: $400, $525 for NIE vendors. For more information, contact Betty Sullivan, ANPA Foundation manager/Newspaper in Education (703) 648-1051.

Labor Relations and Technology Seminar **June 10-11, Atlanta**

Held just prior to the ANPA/TEC, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. It covers the effects of technology and mergers on traditional bargaining concepts and their impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Tours of selected ANPA/TEC displays will be conducted. Registration fee: $350. For more information, contact ANPA Assistant Manager/Labor Relations Sepucha (703) 648-1073.

Telecommunications Management Workshop: Connections III **June 10-11, Atlanta**

This annual seminar for individuals with telecommunications responsibility, highlights the newest ways to enhance newspaper operations and reduce costs through technology. Connections will immediately precede the ANPA/TEC '88. Registration fee: To be announced. For more information, contact Deborah Walker, ANPA telecommunications sytems specialist (703) 648-1142.

Literacy Creators Workshop **August, Leesburg, Va.**

A practical three-day workshop to assist newspaper representatives in developing action plans for home newspaper literacy projects. Participants bring to the workshop outlines of initial newspaper-office-brainstorming sessions and work within groups to further define potential projects tailored to individual communities. The workshop also features presentations by national literacy organizations and background data on national literacy needs. Strictly limited to 25 participants. Registration fee: $500. Includes seminar materials, meals and accommodations for three nights. Fore more information, contact Carolyn Ebel Chandler, ANPA Foundation manager/literacy programs (703) 648-1251.

NIE Instructor Training Seminar **Fall, Leesburg, Va.**

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They will study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. Registration fee: $500. For more information, contact ANPA Foundation Manager/Newspaper in Education Sullivan (703) 648-1051.

Health and Safety Symposium **Fall, Site: To be determined**

Topics will include VDT issues, "right-to-know" laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, ink research, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: To be announced. For more information, contact Richard W. Neergaard, ANPA manager/environmental services (703) 648-1221.

Newspaper Training Conference **Sept. 14-17, Chicago**

An annual event designed for and by newspaper trainers, this conference enables training and development managers to meet and exchange ideas. The design and format allow for an interchange of information. General sessions feature speakers from inside and outside the newspaper industry, while smaller group activities focus on specific newspaper training issues. Cosponsored with NPRA. Registration fee: To be announced. For more information, contact ANPA Manager/Personnel Relations Renfroe (703) 648-1069.

Steven H. Star of M.I.T. leads discussion in marketing seminar.

Newspaper Packaging and Distribution Symposium III **October, Chicago**

This will be the third symposium sponsored by ANPA focusing on developments in newspaper inserting, packaging, conveying and distribution, including robots, computer systems and total-market-coverage programs. Registration fee: To be announced. For more information, contact George R. Cashau, ANPA director/technical research (703) 648-1183.

Labor Relations Seminar **October, Pittsburgh**

For over 14 years, this two-and-a-half-day seminar has assisted general managers, managing editors and employee relations executives to prepare for and to conduct union contract negotiations. It

examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Registration fee: $450. For more information, contact Charles Cole, ANPA manager/labor relations (703) 648-1070.

Management Skills for Newspaper Promotion — **Oct. 10-12, Washington, D.C.**

Successful newspaper promotion requires participation and creative contributions of many people from different departments; this requires a special set of management and communications skills that are both studied and practiced at this workshop. Participants examine the promotion manager's creative, professional and managerial role. They also observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INMA. Registration fee: $550 for members of ANPA and INMA, $675 for nonmembers.

Newsprint Seminar — **Oct. 13-14, Chicago**

The fourth newsprint seminar to be sponsored by ANPA and the Technical Section of the Canadian Pulp and Paper Association will examine what lies ahead in the 21st century for newsprint and newsprint technology. The program will be of interest to newspapers, newsprint manufacturers, ink manufacturers, machinery manufacturers, advertisers, etc. Registration fee: $275. For more information, contact Joseph Prendergast Jr., ANPA manager/newsprint and transportation (703) 648-1103.

Hands-on technical seminars

Hands-on technical seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is $575.

The schedule for the second half of 1988 will be announced later.

Web Offset Newspaper Press Operation — **Jan. 4-8, Feb. 22-26, March 21-25, April 25-29, May 23-27, June 27-July 1**

Pressmen will learn techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Quality Control — **Jan. 25-29, May 9-13**

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Newspaper Color Scanner Operation — **Feb. 8-12, April 11-15**

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction, including the purpose of masking additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Newspaper Process Camera Techniques — **Feb. 22-26, May 23-27**

Production and management personnel will obtain working knowledge of the customary instruments used for process camera operation at a newspaper. Also, the seminar will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Management Introduction to Newspaper Technology — **March 7-11**

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these hands-on technical seminars, contact Arthur M. Boudreau, ANPA manager/technical training, at The Newspaper Center, Reston, Va.; (703) 648-1217.

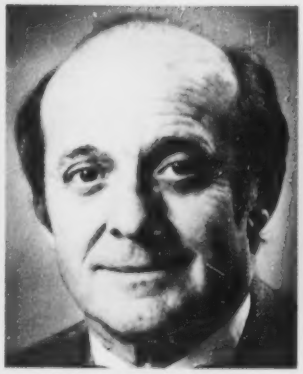
Direct-screen seminars available

In addition to the regularly scheduled seminars, ANPA in 1988 will offer special hands-on technical seminars to individual newspapers and newspaper groups on direct-screen color separating.

The seminar, which will be scheduled on request, covers the skills needed for utilization of direct-screen color systems. Participants are given a thorough background in color reproduction and the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses.

Registration fee is $575. For more information, contact ANPA Manager/Technical Training Boudreau.

Speeches



David Starr

Janet Chusmir

Jerry W. Friedheim

Robert MacNeil

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Meeting the Demands of Responsible Newspaper Ownership
James K. Batten, president, Knight-Ridder Inc., Miami. Mississippi Press Association annual convention, Biloxi, June 19

The Proposed Ban on Tobacco Advertising: A Threat to Free Speech
David Starr, publisher, Union-News, Springfield, Mass., and senior editor, Newhouse Newspapers. Testimony before the House Subcommittee on Health and the Environment, Washington, D.C., July 27

Forging Attitude Changes About Women in the Workplace
Janet Chusmir, executive editor, The Miami Herald. Hispanic Women's Network, Miami, June 27

Classified Advertising Managers Up Close
Joyce Richardson, classified advertising manager, The Washington Post. Association of Newspaper Classified Advertising Managers annual conference, San Diego, June 24

Helping Newspaper People Newspaper Better
Jerry W. Friedheim, ANPA executive vice president and general manager. North Carolina Press Association annual convention and trade show, Williamsburg, Va., July 24

To Kill a Messenger: The Ethics of Journalism
Earl R. Hutchinson Sr., professor of English and journalism and director/journalism program, English Department, Tennessee Technological University, Cookeville. Tennessee Tech College of Arts and Sciences lecture series on professional ethics, April 16. (Or see July 1, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Box 1247, Mount Pleasant, S.C. 29464.)

From the Association for Education in Journalism and Mass Communication annual convention, San Antonio, Aug. 1-4:

The Constitution and the Media
Robert MacNeil, executive editor, MacNeil-Lehrer NewsHour, Public Broadcasting Service

Online Databases and Newspapers: An Assessment of Utilization and Attitudes
Stanley I. Soffin, chairman, School of Journalism; and Carrie Heeter, director, and Pamela Deiter, graduate student and research assistant, Communication Technology Laboratory, Michigan State University, Lansing

Subscriber Behavior and Attitudes One Year After P.M.-A.M. Conversion
Professors Galen R. Rarick and James B. Lemert, School of Journalism, University of Oregon, Eugene

The Public Is Often Mistaken About the Media and Journalists
Professor Fred Fedler and graduate student Robert G. Davis, Department of Communication, University of Central Florida, Orlando

Circulation Practices and Pricing at Mid-sized Dailies
Robert G. Picard, associate professor, Manship School of Journalism, Louisiana State University, Baton Rouge

The Publisher as Official: Conflict of Interest or Libertarian Vestige?
Don Sneed, associate professor, School of Journalism, San Diego State University, and Daniel Riffe, associate professor, Journalism Department, School of Communication, University of Alabama, Tuscaloosa

Outstanding work rewarded

In the past two years, several newspapers have instituted programs to reward employees at all levels with hefty amounts of cash for outstanding job performance.

Although some papers such as the Chicago Tribune and the Los Angeles Times have had similar programs for years, it has just been recently that the practice has begun to spread through the business.

"The cost in relationship to the benefits is very small," said Sheldon (Shelly) L. Greenberger, vice president and director of advertising at the Fort Lauderdale News and Sun-Sentinel where an employee-recognition program is in effect in the editorial and advertising departments. Other newspaper executives echo Greenberger and cite benefits ranging from improved customer service to higher staff morale.

"The reason for instituting the program was to find a way of calling to everybody's attention the importance of customer service and doing so in a way that got everybody's attention and excited everybody," said Sam S. McKeel, publisher and chairman of Philadelphia Newspapers Inc.

The Philadelphia Inquirer and Daily News started their program July 1, 1986, and so far nine employees have received cash awards of $1,000, after taxes, for meritorious service. The first recipient was a garage helper. An advertising sales representative, a deputy metro editor and a circulation service clerk were among the other winners.

A nomination can be made for consistently high performance or for a one-time innovative achievement. Any employee can nominate any other employee. A 10-member committee of employees from various departments selects the nominees to be submitted to McKeel, who makes the final decision.

The Record in Hackensack, N.J., recently selected its second annual recipient of the $1,000 Chairman's Award, which recognizes outstanding employees. Retirees also are eligible to receive the award for outstanding community work. In addition to the cash award, recipients receive an engraved sterling silver tray, and their names are listed on a plaque displayed in the newspaper's main office. The first person to receive the award was an advertising layout supervisor.

The Hartford Courant began its Publisher's Excellence awards program at the end of 1985. Up to three awards are made quarterly. The nominations, which can be made by any employee, are reviewed by the human resources department, with the company's executive committee making the final decision on the employees to be honored.

Louise Leonard Galvin, the Courant's human resources director, said the awards are made not only to recognize outstanding performers but also "to honor people who understand the company's missions." Recent winners were a political columnist, a metro reporter and an employee benefits coordinator. The winners may choose from three prizes: $1,000; four days and three nights in Bermuda for two; or an extra week's vacation. Their names are inscribed on a plaque displayed in the newspaper's lobby.

In 1985, the Fort Lauderdale papers extended to the advertising department an employee recognition program started the previous year for editorial employees only. In advertising, four departmental salespeople of the month are named and rewarded with a $100 prize in cash or merchandise. The monthly winners are automatically nominated for four annual President's Awards of $1,000 each, after taxes, plus a trophy.

The annual awards are presented during a Saturday morning ceremony in a local hotel that concludes with a champagne lunch. Another $100 award is given for the sales presentation of the year, which is reenacted by the winner. The Sunday edition runs a house ad featuring the winners.

"We have a lot of young people, and the program gives them the opportunity to assimilate the culture of the company," Greenberger said. "People who do the best jobs are held up and recognized by their peers."

In the editorial department of the Fort Lauderdale dailies, five monthly awards of $100 are given. At the end of the year, three $1,000 awards are given for continuing outstanding contributions to the newspapers. Perhaps more important than the money, said Vice President and Editor Gene Cryer, is the presentation of a bronze sculpture to the winners. Cryer had editorial cartoonist and artist Pat Oliphant design and cast 31 bronze figures with upraised arms. They are signed by the artist and numbered. There also are three $400 runners-up awards presented during a reception at the city's art museum.

Scripps Howard eight years ago launched an editorial awards program for its 14 dailies. Monthly winners in nine categories receive $250, and nine annual winners receive $2,500, with $1,250 going to second-place winners in each category.

Awards "retain meaning only if you remember why the award was created—to recognize outstanding work," said Susan H. Miller, director of editorial development at Scripps Howard. "Contests are a legitimate way to honor and make more meaningful the work of the people who put the paper out every day."

Some papers recognized that long ago. The Chicago Tribune, for example, has been giving cash awards for years. The awards were introduced between 1943 and 1985 for employees in the editorial, circulation, advertising and production departments. And the Los Angeles Times just marked its 25th year of presenting editorial awards, currently in the form of shares of Times Mirror Co. stock, to winners in 10 categories.

Next year, Gannett Co. will join the parade and begin recognizing annually five "unsung heroes" with a $1,000 cash prize each. Nominations for the first awards are due by Dec. 31, with the winners to be announced in February. —*Clark Newsom*

McKeel (right) presents $1,000 check to Ken Hull, technical support manager of data processing at Philadelphia Newspapers Inc.

CWA printing sector holds first conference since merger

The first two-day conference of the Printing, Publishing and Media Workers Sector of the Communications Workers of America was a quiet affair compared with the one-week conventions of the International Typographical Union before it merged with the CWA.

For one thing, the five-member Executive Council of the printing sector was unanimous in its decisions, where previously there had been a longstanding 3-to-2 split on many important matters, especially those pertaining to a merger partner.

The printing sector met July 24-25 in Miami Beach, prior to the CWA's 49th annual convention there.

William J. Boarman, a vice president of the printing sector, said that the most important action taken at the conference was to "solidify" the sector's separate strike-lockout fund. The CWA pays strike benefits based on need. In addition to CWA benefits, the sector has its own plan designed to pay a $200 weekly benefit, funded by a monthly assessment of 0.50 percent of members' straight-time earnings. In recent weeks, however, the fund has been unable to pay the full $200 because of inadequate income.

Boarman said "to make sure it continues," the "defense" fund is now "strictly a strike and lockout fund." It will no longer be used to pay legal bills or to finance so-called "corporate campaigns" in lieu of strikes.

The printing sector's conference was attended by 120 delegates from 84 local unions—about 18-percent representation from the 460 locals in the sector. The last ITU convention in 1986 drew 199 delegates from 145 locals. Since then, more than 3,000 mailers have left the union to join the Teamsters [**presstime**, April 1987, p. 60].

Earlier this year, the Newspaper Drivers Division of the Teamsters, based in Cleveland, created a Printing-Mailing Trade District within the division. But Boarman said there still was a large representation of mailers at the printing sector's conference from Chicago, Denver, Los Angeles, New York City, San Francisco and Washington, D.C.

Following the conference, the CWA's July 27-30 convention drew 3,600 delegates, alternates and guests, including six Democratic Party presidential candidates.

CWA President Morton Bahr called for legislative action that would require employers to use audible warning tones when monitoring workers' telephone conversations and to provide advance notice of plant closings [**presstime**, Aug. 1987, p. 51]. The convention approved resolutions opposing the nomination of Judge Robert H. Bork to the U.S. Supreme Court, opposing random or across-the-board drug testing and calling for a national child care policy.

Larry Cohen, the CWA's organizing director, said the union is ready to organize more workers in the printing and publishing industry.

Robert S. McMichen, head of the printing sector, was formally installed as a CWA vice president during the convention. □

NLRB elections

Norfolk Virginian-Pilot and Ledger Star, Guild: Newsroom employees voted 100-95 against further representation by Local 219 of The Newspaper Guild.

(NLRB Case No. 5-RD-948)

San Mateo (Calif.) Times, San Bruno Herald, CWA, Teamsters: In separate elections, mailers at the daily Times and the semiweekly Herald voted to change their bargaining representative from the Communications Workers of America to the Teamsters. The vote at the Times was 10-2; at the Herald, 5-0.

(NLRB Case Nos. 20-RC-16108, 16140)

Tallahassee (Fla.) Democrat, CWA: Composing room employees voted 12-8 in favor of continued representation by Typographical Union No. 660, CWA.

(NLRB Case No. 12-RD-604)

Recent contract settlements

Memphis Commercial Appeal, Teamsters: Two-year agreement covering mailroom employees; retroactive to Jan. 1, 1987.

Milwaukee Journal and Sentinel, GCIU: Fifty-four-month agreement covering pressroom employees; effective March 1, 1987.

(Details in September 1987 ANPA Labor & Personnel Relations Letter.)

Editorial page editor found to be supervisor; excluded from unit

The editorial page editor of The Times Herald in Norristown, Pa., has been excluded from the bargaining unit represented by Local 10 of The Newspaper Guild.

Acting on a "unit clarification" petition filed by the company with the National Labor Relations Board, Regional Director Peter W. Hirsch in Philadelphia, found that Richard Brust, the editor in question, was a supervisor within the meaning of the Taft-Hartley Act.

The Guild was certified in 1981 as the bargaining agent for a unit of editorial and commercial employees. The position of editorial page editor was created in 1986.

Hirsch found that Brust spends "a regular and substantial" portion of his time substituting for the city editor, a supervisory position. In addition, the regional director found that Brust has the authority to discipline a desk assistant and grant her overtime, had "effectively recommended" the hiring of two employees and attends management meetings.

The Guild is appealing Hirsch's decision to the board.

Meanwhile, William Barry, the Guild's administrative officer, said the union is seeking an arbitrator's ruling in a related dispute over work jurisdiction. No date for the arbitration hearing has been set.

(Norristown Herald Inc. and The Newspaper Guild of Greater Philadelphia. Case 4-UC-222) □

Drug-related arrests made at newspapers

Employees at three California newspapers were arrested in July on drug-related charges following undercover investigations.

At The San Diego Union and The Tribune, seven mailroom workers and three circulation department employees were arrested on charges of sale, possession or possession for sale of crystal methamphetamine, cocaine and marijuana. All have been arraigned and are free on bail. "The company is committed to giving employees a drug-free work environment," said Robert J. Robinson, assistant general manager.

At the Ventura County Star-Free Press in Ventura, four mailroom employees, three pressroom workers and a circulation department employee were arrested. Business Manager Ron Spurr said the newspaper will implement a drug-screening program for future employees. □

Arbiter upholds union in dispute over 'outside activities'

An arbitrator has ruled that the Seattle Post-Intelligencer violated an "outside activities" clause in its labor agreement with Local 82 of The Newspaper Guild.

The dispute arose when management issued a memorandum to editorial employees that stated in part: "To avoid conflicts, all staff members must consult their department head before writing or agreeing to write or provide articles or photographs for any outside media."

The Guild contended that the memo violated the clause because it diminished employees' freedom to engage in outside activity granted by the agreement.

The company, on the other hand, said the consultation requirement was a valid exercise of management rights, which had not been restricted by any specific provision of the agreement.

The clause in question stated that "Any employee is free to engage in outside activities . . . provided such endeavor is not in direct competition with the publisher."

Arbitrator Michael H. Beck found that the consultation requirement was "inconsistent" with the clause. He pointed out that the memo required consultation regarding articles or photographs to "any" outside media. He noted that an employee would be subject to discipline if the employee failed to consult before writing for an outside medium even if that medium was determined not to be in direct competition with the Post-Intelligencer.

Beck observed that the union did not take the position that prior consultation was necessarily inappropriate, but that employees may not be required to consult. He said the clause set forth certain exceptions to the freedom to engage in outside activities, "thus indicating that there are no other exceptions. Through issuance of its memorandum, the employer has effectively attempted to impose an additional exception to the freedom of employees to engage in outside activity."

The arbitrator ordered the company to "cease and desist" from enforcing the consultation requirement. □

Additional arbitration awards

Palo Alto (Calif.) Peninsula Times Tribune, Mailers: William Eaton ruled that the company was not required to appoint an assistant foreman from within the bargaining unit.

San Jose Mercury News, GCIU: Barbara Chvany found that the company violated the labor agreement by assigning ink recycling work to a non-journeyman.

Toronto Globe and Mail, Guild: R.D. Joyce ruled that time on maternity leave should be counted toward progression on the time-based minimum pay schedule.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Florida newspaper and former owner settle EEOC case

The Clearwater (Fla.) Sun and the former owner of the newspaper have settled for an undisclosed amount an Equal Employment Opportunity Commission case brought by a former photographer at the paper. Sun Publisher Bruce E. Coury said the settlement was in exess of $25,000.

Coury said the underlying events in the case occurred before The Hearst Corp. bought the newspaper from Jefferson Pilot Publications in December 1984.

The photographer, an independent contractor who had worked for the paper as a stringer, was hired as a temporary replacement for an ill employee. She filed discrimination charges with the EEOC after the temporary replacement position ended, and the paper also stopped using her as a stringer.

The proportion of the settlement shared by the two companies was not disclosed. □

Tax reminder

Workers who have not submitted a new Internal Revenue Service W-4 or W-4A tax withholding form to their employers before Oct. 1, 1987, may be subject to tax penalties next year. If a new form is not submitted, the employer must withhold tax from wages as if the employee is single claiming one withholding allowance or married claiming two allowances, depending on whether the employee checked the "Single" or "Married" box on the most recent form on file.

'Shoe' By Jeff MacNelly

Reprinted by permission of Tribune Media Services

Guild questions safety of VDT emissions

The Newspaper Guild has issued "an urgent call" for shielding video display terminals to protect users from magnetic-field emissions.

The action came following a report published in the newsletter VDT News that a new experiment in Sweden confirmed an earlier Swedish finding that exposure to pulsed 20KHz (20,000 cycles per second) magnetic-field emissions can damage fetuses of mice. Others dispute that the latest findings confirmed the earlier study.

David J. Eisen, the Guild's director of research and information, said local unions should insist that VDTs in the workplace be tested for magnetic-field emissions. He said VDT manufacturers should install shielding in all new terminals and produce retrofit shielding for older machines. Government agencies in the United States and Canada should initiate experiments to reconfirm the European results, he said.

The latest study was by the Swedish University of Agricultural Sciences in Uppsala. It was an attempt to replicate and verify the results of a previous study by the Karolinska Institute in Stockholm and presented at a May 1986 conference in that city [**presstime**, June 1986, p. 56].

ANPA Manager/Environmental Services Richard W. Neergaard said he had not seen the latest Swedish study and therefore could not comment on it.

The Center for Office Technology in Washington, D.C., said the Uppsala study of the effect of pulsed magnetic fields on the development of fetuses in mice reported that while the Karolinska experiment found that such fields affect the rate of placental resorption, fetal mortality and body weight, "our results were to the contrary." The Uppsala researchers also said, according to an unofficial English translation of the study, that they were unable to demonstrate any increased rate of internal deformities in mice as the result of pulsed magnetic fields.

Based on discussions with some U.S. scientists, COT said one could conclude that the Uppsala study did not replicate, or verify, the results achieved in the Karolinska study. "Scientists seem to agree that there is an effect from exposure to pulsed magnetic fields," COT said, "but there continues to be wide disagreement on the nature of the effect and the meaning of specific study results. Neither study draws any conclusions about relevance of this research to actual VDT use or human reproductive systems."

COT serves as an information clearinghouse on health-related VDT issues. Among those contributing to its activities are ANPA, Eastman Kodak Co., BellSouth Corp. and the American Electronics Association [**presstime**, July 1985, p. 55].

In an unrelated VDT development, the Suffolk County, Long Island, N.Y., legislature came within one vote of overriding the county executive's veto of a bill that would have regulated the use of VDTs for the first time in the private sector [**presstime**, Aug. 1987, p. 39]. □

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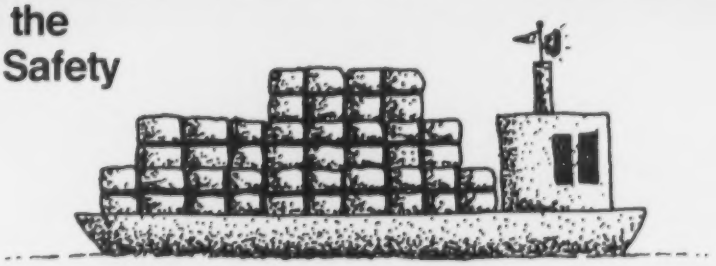

Newspapers face increasingly complex responsibilities for hazardous waste and its disposal. This seventh annual ANPA Health and Safety Symposium will address issues of importance to all newspaper managers. This year's topics will cover such issues as:

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- Waste Recycling
- Waste Storage
- Waste Disposal
- Drug Testing
- AIDS Issues
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- Superfund Cases
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- VDT Legislation Issues
- Latest OSHA and EPA Issues
- Hazard Communication Update
- Carpal Tunnel Syndrome
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- Environmental Audits

The 1987 symposium brings you timely reports from experts in the newspaper industry and in the industrial and environmental health fields. The $375 registration fee covers admission to all symposium sessions, continental breakfast on both meeting days, a reception Wednesday evening and a luncheon on Thursday.

Call ANPA at (703) 648-1220 for more symposium information and a registration form.

Clip art joins computer age

Until a couple of months ago, Lynda K. Cannon, graphics manager for three Independent Newspapers Inc. weeklies in Maryland and Delaware, selected "atmosphere" illustrations for display advertisements the way most newspapers do.

She flipped through cumbersome clip art books to find a suitable back-to-school-sale banner or Fourth of July firecracker.

These days, though, Cannon's job has been simplified. In July, the newspaper group obtained the new Kwikee In House Graphic Services' system that uses compact disks known as CD ROM (Compact Disk-Read Only Memory).

Valerie Hubbard, Salisbury News & Advertiser

Cannon of Independent Newspapers scrutinizes "atmosphere" clip art on a computer screen.

The service is the first of its kind for newspapers, and since it went on the market in June, 35 newspaper clients have signed up. Some, like the three Independent Newspapers weeklies, are already using the service. Others are waiting for installation of the hot-selling item, which is an adjunct to "desktop publishing."

The In House system involves both special equipment and the graphics service.

It works this way: Referring to a category index, subscribers review the clip artwork on a compact-disk storage/retrieval system. The system is connected to an Apple Macintosh SE personal computer, and images are called up and displayed on the PC screen and manipulated as desired. By combining those images with text, headline type (more than 100 typefaces are available), borders and other graphic elements, the operator can compose an entire advertisement on the screen. It is then sent to either a laser printer or typesetter.

Kwikee In House is a division of Multi-Ad Services Inc. of Peoria, Ill. Multi-Ad Services sells the clip-art service and advertising and page-layout software. As an Apple Computer Inc. value-added reseller, it also sells the Macintosh and the CD ROM storage/retrieval system that connects to it.

Steven J. Ganz, national sales representative for Multi-Ad Services, said the firm sells complete packages of equipment that range in price from about $10,000 for a rudimentary one to $20,000 for the most sophisticated. For an additional $2,250 a year, a subscriber gets the layout software and a subscription to the In House clip-art service, including quarterly updates.

Customers that already have a Macintosh can purchase only the layout software, the subscription and the compact disk equipment, Ganz said. He also reported that the service soon will be compatible with IBM personal computers.

William D. Rinehart, ANPA vice president/technical, called the technology "a really significant development. This is something that will benefit newspapers of all sizes. Everybody has to deal with ads."

Multi-Ad Services has been providing books of clip art to newspapers for more than 40 years. In addition to the atmosphere art, the firm also provides illustrations of 98 percent of national product brands, Ganz said. The product illustrations are used in assembling grocery and other types of display ads.

The cost of Multi-Ad's conventional clip art ranges from $85 to $400 a month, depending upon a newspaper's circulation size, Robert B. Mounts, product manager for Kwikee In House, said.

Ad Builder books have theme and generic art for display advertisements, and the company's Scan books offer similar art for classified advertising. The company's Kwikee product-illustration books are distributed free to newspapers because the advertisers want newspapers to have access to the illustrations, Mounts said.

"This is something that will benefit newspapers of all sizes. Everybody has to deal with ads."

The company is gradually making these illustrations available on compact disk.

Hardware and automotive clip art also may be added to CD ROM, Ganz said.

According to Ganz, most of the 35 newspaper clients that have signed purchase agreements for Kwikee In House did so since it was shown at ANPA/TEC '87 in Las Vegas in early June. He said the response there was highly enthusiastic, and he expects a similar reception this month when the equipment is demonstrated at the Seybold Desktop Publishing Conference in San Francisco.

Ganz and people at several newspapers offer a number of reasons why it has taken off so quickly:

- Compact disks have immense storage capabilities (**pressstime**, Jan. 1987, p. 61). Because the information is stored digitally, one compact disk can hold 13,000 or more illustrations. It would take more than 700 floppy magnetic disks to provide the same storage.
- The art is "vectored"—stored as a digital formula—not "bit-mapped" as in usual desktop publishing. When enlarged, the vectored graphics print sharply.
- Use of personal computers to create display advertisements is on the rise. But until the development of clip art on CD ROM disks, a hole had to be left where each illustration later would be pasted down manually.

Subscribers to the CD ROM service currently have disks with about 350 different pieces of art, both brand-name product illustrations and atmosphere art. An updated disk to be distributed this month will contain about 1,000 pieces; in December, a disk with about 3,000 illustrations is scheduled to be delivered; and by the spring of 1988, the company is aiming for a disk containing its complete book of 13,000 product illustrations, Ganz said.

To accomplish that, he said the company has about 80 computer artists and is steadily adding more.

At Independent Newspapers, Cannon said she "just fell in love" with the computerized clip-art service, which is being used to compose display ads for the Salisbury (Md.) News & Advertiser, the Crisfield (Md.) Times and the Sussex Post in Millsboro, Del. "I wouldn't go back to the other way."

Cannon adds: "It's the most fantastic way of doing things. The art is very fine and prints very sharply. It's saving us a lot of time."

Another Independent Newspapers publication, the Delaware State News of Dover, is also subscribing to the Kwikee In House service.

According to Alan Turner, publisher of the Dover daily and regional vice president for Independent Newspapers, all of the group's display advertising was prepared at the Dover plant until earlier this year.

When it decided to decentralize and allow each of the group's newspapers, or a cluster of them, to handle display advertising locally, the company began looking at various types of desktop-publishing equipment, Turner said.

After studying a variety of options, the Delaware State News and the three papers for which Cannon works independently chose Kwikee In House.

"We believe it was a good move," Turner said. "We're able to do the same amount of work with fewer people. In addition, we're saving money on phototypesetting paper and chemicals."

Turner says he has "a slight complaint in that the company has done so well, it's almost victimizd by its own success. So many people have discovered this, it takes them a while to get back to you. Overall, though, we haven't had any major problems worth mentioning."

Charlene P.E. Carnan, news and graphics specialist for the Delaware State News, says she "can do so many things" with the system, such as "wrap text around graphics, size up or down quickly."

Newapapers of all sizes are likely to find the In House system useful, but Ganz said the company believes medium-size newspapers represent the biggest market for the service and equipment.

The company has no plans to phase out the traditional clip art books, Mounts and Ganz said. But for the vast number of newspapers that still subscribe to those books, the Kwikee In House system may have considerable appeal. —*Rosalind C. Truitt*

Here's a way to give old color ink second life as black ink

What can be done with over 2,000 gallons of color ink per year that is still basically good ink—useable but not color-consistent?

At The Daily Journal in Kankakee, Ill., "We use it. . . . It is put into the black-ink supply tanks where, through dilution, it becomes black ink," said Thomas R. Crossett, mechanical supervisor.

Crossett called this a practical solution to the problem of disposing of waste ink in accordance with U.S. Environmental Protection Agency regulations.

The newspaper plant in Kankakee consumes a lot of ink by virtue of its heavy production schedule. In addition to printing The Daily Journal seven days a week, it prints USA Today and 16 semiweekly newspapers for Star Publications of Chicago.

"We have quite a variety of advertising and editorial color, both spot and process," Crossett said. "Our Goss Metro (offset press) is equipped with ink rails, and to change the color in an ink rail to accommodate page positioning is a simple task.

"All ink feed lines are quick-disconnect coupling. You remove the ink feed you have been using, connect the ink feed you want to use, and purge the rail and the page pack of the remaining ink. Then you set the rail to an estimated density for the page to be printed. In doing this, we are left with approximately 40 gallons of multicolored ink a week."

To facilitate the recycling of this ink, employees of the newspaper recently devised a new method that makes it less onerous a chore.

Pressroom workers had been dumping the colored ink into the black ink tank by hand. Climbing a ladder with a 30-pound bucket and scraping the waste ink into the black-ink tank was messy and potentially dangerous.

Bill Byrns, The Daily Journal

Pressman Dana Hiene pours waste color ink into black-ink tank.

"What we have done is create a small tank on the floor next to the large tank," Crossett said. "Pails are emptied into the small tank, and when the small tank is full, the ink is pumped up into the larger tank. To do this, we use a 55-gallon drum piped to an ink pump that goes through a filter and then into the black ink tank.

"The initial cost was minimal, as the pump, hose, filter and regulator assembly were all spare parts from our color ink supply system."

Crossett said mounting brackets and the pump intake were fabricated at a cost of about $100, and the on/off valves, copper pipe, fittings and 2-foot piece of a 2-inch hose were purchased for about $40.

With the new system, he said, the newspaper had eliminated "an unsafe and dirty job and improved working conditions. Balanced against the cost of possible personal injury, the cost was minimal indeed." □

Editor's note: This story was submitted in response to ANPA Technical Committee requests that newspapers share innovative technical ideas that others might find useful. Send submissions to Rosalind C. Truitt, technical writer, **presstime**, The Newspaper Center, Reston, Va.

Ink reclamation system gets first user

The Contra Costa Times in Walnut Creek, Calif., is the first newspaper to use a new ink reclamation system developed by Separation Technologies Inc., a Placentia, Calif., firm. The system has been in use about two months.

Large solids are filtered from waste ink, and the ink then is heated to 165 degrees and purged with a vacuum that removes solvents and water. At that stage, micron solids are removed, and the ink is pumped to a tank for cooling. It is later transferred to another tank for storage.

The newspaper is printing with ink that is one part new ink to two parts recycled ink, and it reports no discernible change in printing quality.

"We believe this is a good answer to a serious industry problem," said Ronald Servern, assistant pressroom supervisor. □

Bundle verifier proves worth in Virginia test

After testing a newspaper bundle count verifier over the past several months, the production manager of The Free Lance-Star in Fredericksburg, Va., pronounced preliminary judgment: "I have seen enough to know it will do the job.

"With a few more refinements," added Minor D. Armstrong, "a lot of people in the industry will be real tickled by it."

The ANPA-developed machine, engineered to give an accurate count to bundles of newspapers en route to the loading dock, has been tested under daily production conditions both on-line from the press and off-line, he said.

It was installed at the newspaper in February [**pressstime**, Jan. 1987, p. 63] and has been used periodically since then. ANPA engineers have made several modifications based on how the equipment performed.

The verifier, which works in tandem with mailroom tying machines, uses compressed air to squeeze bundles of newspapers to a uniform height. It then uses position sensors to determine whether a bundle is short or contains extras by measuring its height.

A bundle with a known count is used as the standard to which other bundles are compared. A red light is triggered if a bundle deviates from the established height.

The ANPA machine also has a counter to keep track of the number of good and bad bundles.

Armstrong said that in the early stages of the testing, incorrectly counted bundles were slipping through because the pressure was too low to compress them properly. Modifications to date included increasing the air pressure.

Most of the modifications have been made by Nhac (Pete) Nguyen, an ANPA research engineer who was one of the machine's principal designers.

Armstrong said he wants to see further testing and study data before issuing a final assessment of the equipment's performance. He also believes further testing at a larger newspaper would be useful.

ANPA plans to apply for a patent for the verifier.

Developing an accurate bundle verifier is a priority of the ANPA Technical Committee's Post Press Packaging and Distribution Task Force. The project will be discussed when the committee meets this month at The Newspaper Center in Reston, Va.. □

TECHNOLOGY NOTES

• Scripps Howard is purchasing a 12-unit **flexographic press** from Motter Printing Press Co. to print The Evansville (Ind.) Courier and The Evansville Press. The sale is Motter's first of a complete flexographic press.

The Courier, a Scripps Howard newspaper, and The Press, owned by Hartmann Publications Inc., are published under a joint operating arrangement that calls for Scripps Howard to print and distribute both papers.

• The first MAN Roland Colorman 75 **offset press** in the United States is operating at the Asheville (N.C.) Citizen and Times.

The eight-unit press with four color decks can print 75,000 copies per hour. It is located in the newspapers' new production facility.

• Muller-Martini Corp. has installed the first on-line PrintRoll **inserting system** in the United States at the St. Joseph (Mo.) Gazette and News-Press.

The system includes the 308 Biliner inserter, a PrintRoll buffer, a conveyor and a programmable counter stacker.

• Camex Inc. is expanding its product line by offering less expensive **composition and display-advertising software** that operates on personal computers. Its new Sun Breeze software will run on Sun Microsystems off-the-shelf PCs. Previously, all Camex systems used proprietary hardware.

The new software and hardware cost less than $20,000 per unit, and the system is compatible with Camex's existing SuperSetter line.

• Scitex Corp. Ltd. of Israel and Hell Graphic Systems Inc. of West Germany have **settled a patent infringement suit** brought by Hell and met with a countersuit by Scitex. Both manufacture electronic prepress equipment for newspapers.

The two companies agreed to dismiss their U.S. District court suits and grant each other non-exclusive five-year licenses. Scitex will pay Hell $200,000 each of the five years to use Hell patents.

• Scitex has also agreed to **sell its one-half interest** in Contex Graphic Systems Inc. to Continental Can Co. Scitex and Continental organized the company in 1985 to develop graphic design systems.

Continental will pay Scitex $1 million now and $500,000 at a later date.

TECHNOLOGY CALENDAR

• The annual meeting of the **International Newspaper Group**, formerly the International Newspaper Conversion Group, will be Sept. 9-11 at the Marriott Desert Springs Resort, Palm Desert, Calif.

• The **Seybold Seminars' Desktop Publishing Conference** will be Sept. 9-12 at the Santa Clara (Calif.) Convention Center.

• **Impact 1987: Technology on the Move**, the annual conference of the New England Newspaper Operation Association, will be Sept. 17-20 at Killington Village in Killington, Vt.

• The **Western Newspaper Production Conference** will be Sept. 24-26 at the Westin Bayshore in Vancouver, British Columbia.

• **Lasers in Graphics '87**, electronic prepress seminars, will be Sept. 27-Oct. 1 at the Buena Vista Palace in Orlando.

• ANPA's **Pressroom Options IV** technical symposium will be Oct. 19-21 at the Hyatt Regency O'Hare in Chicago.

• A Graphic Arts Technical Foundation seminar, **Color Reproduction: How Color is Perceived from Transparency to Press Production**, will be Oct. 24 at the Stouffer Concourse Hotel in Arlington, Va.

• Another GATF seminar, **Web Offset Press Operating and Troubleshooting**, will be conducted twice: Nov. 5 at the Quality Inn in Towson, Md., and Nov. 7 at the Franklin Plaza Hotel in Philadelphia.

• **Composition Technologies**, a typography seminar, will be Nov. 9-10 at the Key Bridge Marriott in Arlington, Va.

• **Graph Expo '87** will be Nov. 15-18 at McCormick Place in Chicago.

• **Print Outlook '88**, will be Dec. 9-10 at the Crystal Gateway Marriott Hotel, Arlington, Va.

• **The 1987 Microcomputer Graphics Show and Conference** will be Dec. 16-18 at the Javits Convention Center in New York.

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Newspapers brace as newsprint prices continue to spiral rapidly upward

With consumption increasing and newsprint stocks tightening, North American newspaper executives weren't surprised by recent price increases. What has been somewhat unnerving is the swiftness with which the price increases have come. Mills that were selling newsprint for $535 per metric ton at this time last year are now—after two rounds of increases—charging $610 to customers in the Eastern United States, with minimal discounting.

And some observers believe the list price may reach $700 a ton by the late spring of 1988.

More expensive newsprint will have a widespread impact on newspapers' operations, their executives say. Newsprint conservation is again in vogue, and tighter stories and smaller newsholes soon may be.

Newspapers are also working to reduce waste by handling newsprint rolls more carefully and double-checking bundle counts to cut down on wasted papers.

In addition, although many publishers say they are loath to do it, newspapers likely will attempt to pass along the higher newsprint prices to their advertisers and subscribers.

Smaller newsholes might not be noticeable to the average newspaper reader, and some might even prefer shorter stories, but advertising price increases and higher subscription rates would come at a time when the newspaper business is working to hang on to its share of advertising dollars and to bolster stagnant circulation numbers.

Also, "In these low inflationary times, it will be more difficult to pass those kinds of increases on to the reader or the advertiser," said Douglas H. McCorkindale, vice chairman/chief financial and administrative officer for Gannett Co. and a member of the ANPA Newsprint Committee.

Committee member Grover J. Friend, president of Calkins Newspapers in Levittown, Pa., said that "expenses and costs will have to be watched more closely." "We've enjoyed a period of lower newsprint prices, and now there will be pressure to cut costs in other areas," he said. "I don't foresee newspapers taking on drastic steps. . . . We've had some warning this was coming for the past year to 18 months, so I believe people have been preparing for it."

Another problem is that in 1988 publishers will confront a once-every-four-years situation in which coverage of a U.S. presidential election campaign and the Olympic games has been known to dictate additional newsprint consumption. In 1984, for example, U.S. dailies used 8.5 million metric tons of newsprint, compared with 7.9 million tons a year earlier. That 8-percent increase compared with 3.8 percent in 1983 and 2.3 percent in 1985.

> *"Basically, there is no new supply, and demand has been increasing steadily at a rate of about 2 percent a year."*

Also in 1984, suppliers raised newsprint prices from $500 to $535 a ton, and that price held until late last year [**pressTime**, Nov. 1986, p. 70].

After such a long period of stability, prices were due to climb, according to many observers, but they say the ascent has been unexpectedly steep and rapid.

"What's different this time is that prices are going up a lot faster in a shorter period of time than they had in the past," said William Metzfield, president of Garnett Supply Corp.

At least one prognosticator, Robert L. Johnson of Abitibi-Price Sales Corp., had forecast a rapid succession of price increases. Johnson, senior vice president/marketing, cited the seven failures in 1985-86 to get price increases to stick, which meant reduced profits for shareholders. Once an increase held, he predicted last fall, a number of others would follow.

Today, according to Johnson, supply and demand are "comfortably in balance," and the higher prices are resulting in "healthy operating rates" for Abitibi-Price, the world's largest newsprint producer.

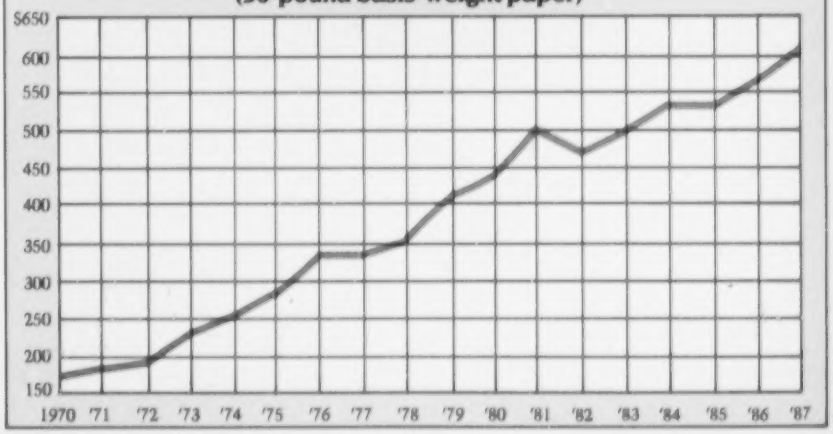
Among others expecting a continuation of the upward spiral of prices during 1988 are Canadian securities analysts John M. Duncanson and Brian Topp. They both foresee prices of $650 per ton as of next Jan. 1.

Duncanson, an analyst with McCarthy Securities Ltd. in Toronto, noted that because mills traditionally give customers about 90 days' notice of price hikes, announcements could come as early as late this month.

Topp, vice president of Capital Group Securities Ltd. in Toronto and a newsprint analyst, said he believes the list price may reach $700 by June 1, 1988.

"The main problem is supply and demand," Topp said. "Basically, there is no new supply, and demand has been increasing steadily at a rate of about 2 percent a year. Operations are being pushed to full capacity now, and any major new growth would cause major problems. There has not been any major [mill] construction since 1983-85. . . . Major new expansions have been announced, but it will be 1989 or 1990 before those have an impact."

Eastern U.S. Newsprint Prices Per Metric Ton (1970-87)
(30-pound basis-weight paper)



Alberto Pacheco

Those projects were postponed by mill executives who said the failure to secure price increases in 1984 and 1985 meant less money to invest in capital improvements.

According to ANPA's Newsprint and Transportation Department, newsprint mill projects scheduled for completion between now and 1991 will add a net 1.3-million metric tons of capacity for North America [**presstime**, Aug. 1987, p. 54].

Factors other than supply and demand have come into play as well, according to the analysts and others who track newsprint prices. The weakening U.S. dollar has made the North American market less attractive to so-called "off-shore" newsprint makers.

Scandinavian and other countries until recently offered a "spot" market of newsprint that gave newspaper executives leverage with North American producers and kept the market more competitive.

But because the U.S. dollar now buys less overseas, "you just don't have the spot tonnage being offered by the Finns and the Swedes and others that you had a few months ago," analyst Duncanson said. "We now have a very tight market, and the deep discounting that you saw the past few years is disappearing."

No one interviewed by **presstime** said shortages are looming. However, because demand and supply are so even, several said that a serious disruption in newsprint production could lead to shortages. "Every ton being made is being bought," observed Johnson of Abitibi-Price.

A spot check of a half-dozen newspapers and newspaper groups indicates that a few papers, anticipating the price increases and possible shortages, have stockpiled newsprint. However, most did not—usually for lack of storage space. In fact, ANPA's statistical sample of newsprint inventories showed a 45-day supply in July. Stocks were at the same level in July 1986.

Gannett's Metzfield said he believes the stockpiling, what little there has been, was more of a hedge against possible strikes than fears of escalating prices. With the exception of a few scattered strikes, though, labor disputes have been settled without serious work stoppages.

Metzfield, who buys 840,000 metric tons annually for Gannett newspapers, said his company is viewing the increases as a "normal course of events."

Other newspaper executives said they, too, are taking the increases in stride but believe the higher prices will cause problems for some newspapers.

"A newsprint price increase is always a burden, but it's especially a problem for newspapers in the Southwest where we are having economic problems due to the oil industry," said James M. Moroney, chief executive officer of A.H. Belo Corp., which publishes The Dallas Morning News.

Moroney, chairman of the ANPA Newsprint Committee, said newspapers in that area will have less to spend on newsprint because economic conditions have forced advertisers to cut back on expenditures. Historically, he said, newsprint and labor have accounted for 75 to 80 percent of the overall expense of operating a newspaper.

"I don't think this will ever change," Moroney said of the cycle of oversupply and low prices giving way to tight supplies and higher prices. "It's like a roller coaster."

He said smaller newspapers have a particularly "rough time" in such shortages because they purchase newsprint in smaller quantities and thus are more susceptible to steadily rising prices.

Stanley H. Stauffer, chairman of Stauffer Communications Inc. in Topeka, Kan., and a member of the Newsprint Committee, said he takes the view that newsprint price hikes are uniformly difficult for newspapers to accept, regardless of circulation size. "Newsprint costs are relative," he said. "I don't feel it [another increase] will impact smaller newspapers any more than larger ones. It's still money out of your budget."

—Rosalind C. Truitt

Labor contracts signed at six mills

Canadian Paperworkers Union members have ratified three-year agreements at six Eastern Canadian newsprint mills, five of which had been the scene of job actions earlier this summer.

The mills are:

- The Gatineau Quebec, Trois-Rivieres, Quebec, and Dalhousie, New Brunswick, mills of CIP Inc. They had been shut down for five days in late July because of a strike.
- The Amos, Quebec, mill of Donohue Normick Ltd. A strike had closed the mill for about a month, ending in early August.
- The Thorold, Ontario, mill of Ontario Paper Co. Ltd. Another union, the International Association of Machinists, had forced the mill to shut down for two shifts in late July.
- Boise Cascade Canada Ltd.'s Kenora, Ontario, mill.

All of the agreements with the CPU were along the lines of an earlier one at Abitibi-Price Inc., which called for wage increases of 25 cents an hour in the first year, 45 cents an hour in the second and 4.5 percent in the third. That will mean a total wage increase of 9 percent over three years [**presstime**, Aug. 1987, p. 52]. □

Newsprint booklet

"Newsprint Statistics 1986" has been published and is available from ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va. The booklet contains data on U.S. daily newspapers' newsprint consumption, supply and sources, as well as the capacity of newsprint mills.

Financial report of paper companies, first six months of year

Net income (in thousands of dollars)

	1987	1986	% Change
Abitibi-Price Inc.	$ 58,100	$ 50,200(a)	+ 15.7
Boise Cascade Corp.	75,380	56,330	+ 33.8
Bowater Inc.	28,565	23,937	+ 19.3
British Columbia Forest Products Ltd.	65,100	24,800	+ 162.5
Consolidated-Bathurst Inc.	76,300	39,600(b)	+ 92.7
Crown Forest Industries Ltd.	39,200	16,600	+ 136.1
Domtar Inc.	88,000	62,000(c)	+ 41.9
Donohue Inc.	18,000	8,600	+ 109.3
Great Lakes Forest Products Ltd.	40,100	5,100	+ 686.3
Great Northern Nekoosa Corp.	88,200	13,600(b)	+ 548.5
Kimberly-Clark Corp.	158,900	142,100	+ 11.8
MacMillan Bloedel Ltd.	135,000	123,300(c)	+ 9.5
Stone Container Corp. (purchased Southwest Forest Industries)	58,700	(1,200,000)	—

(a) restated, (b) including extraordinary charge, (c) including extraordinary gain, ( ) = loss

Consumption jumps 5.7 percent in July

Newsprint consumption continued its steady rise in July. Consumption by all U.S. users increased 5.7 percent, while U.S. daily newspapers used 8.2-percent more newsprint than in July 1986.

For the first seven months of the year, consumption was up 2.5 percent for all users and 3.9 percent for U.S. dailies.

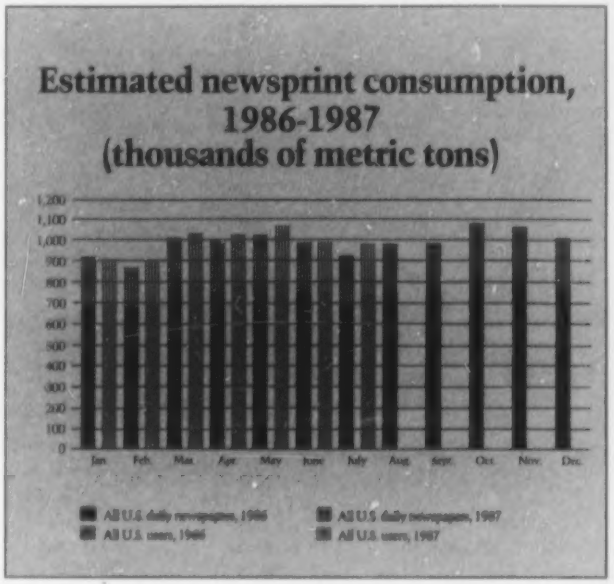
Newsprint inventories for newspapers in ANPA's statistical sample totaled 45 days in July, the same as a year earlier. However, stocks of North American mills were 30-percent lower.

Canadian production in July, affected by some work stoppages, was 3.2-percent below year-earlier levels. On the other hand, U.S. production was up 5.1 percent during the month.

The Canadian operating rate was 92 percent in July, compared with the U.S. rate of 93.2 percent.

Shipments from Canadian mills increased 2.7 percent in July and 6.1 percent for seven months. Canadian shipments to the United States grew 3.2 percent and 5.7 percent, respectively.

Domestic shipments from U.S. mills exceeded last year's by 7.6 percent in July and 4.6 percent for seven months.



Estimated consumption of all U.S. daily newspapers[1]

Region	June 1987(r)	June 1986	% Change
Northeast	198,675	192,682	+ 3.1
North Central	156,587	155,345	+ 0.8
South	223,661	228,646	—2.2
West	167,831	160,322	+ 4.7
Circulation Size			
up to 25,000	58,963	49,462	+ 19.2
25,001-100,000	153,253	150,771	+ 1.6
Over 100,000	534,538	536,762	—0.4
June totals	746,754	736,995	+ 1.3
Six-month totals	4,512,205	4,373,086	+ 3.2
Region	**July 1987(p)**	**July 1986**	**% Change**
Northeast	195,713	169,742	+ 15.3
North Central	155,108	147,295	+ 5.3
South	226,112	216,792	+ 4.3
West	163,772	150,507	+ 8.8
Circulation Size			
up to 25,000	61,073	46,149	+ 32.3
25,001-100,000	151,788	144,427	+ 5.1
Over 100,000	527,844	493,760	+ 6.9
July totals	740,705	684,336	+ 8.2
Seven-month totals	5,252,910	5,057,422	+ 3.9

Estimated consumption of all U.S. users

	1987	1986	% Change
May totals	1,072,851(r)	1,034,975	+ 3.7(r)
June totals	994,365(r)	995,527	—0.1(r)
July totals	984,391(p)	931,431	+ 5.7(p)
Seven-month totals	6,933,653(p)	6,764,449	+ 2.5(p)

Production

	Canada	U.S.A.	North America
July 1987	791,424	454,979	1,246,403
July 1986	817,808	432,774	1,250,582
Increase or decrease	—26,384	+ 22,205	—4,179
	—3.2%	+ 5.1%	—0.3%
Seven months 1987	5,628,432	3,048,116	8,676,548
Seven months 1986	5,392,080	2,964,982	8,357,062
Increase	+ 236,352	+ 83,134	+ 319,486
	+ 4.4%	+ 2.8%	+ 3.8%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1987	575,852	87,537	115,380	778,769
July 1986	558,098	88,754	111,155	757,997
Seven months 1987	4,074,584	660,151	885,311	5,620,046
Seven months 1986	3,854,772	630,201	813,271	5,298,244
Increase	+ 219,812	+ 29,950	+ 72,040	+ 321,802
	+ 5.7%	+ 4.8%	+ 8.9%	+ 6.1%
From U.S. mills				
July 1987	427,573		24,321	451,894
July 1986	397,287		35,923	433,210
Seven months 1987	2,871,946		182,314	3,054,260
Seven months 1986	2,745,194		186,963	2,932,157
Increase or decrease	+ 126,752		—4,649	+ 122,103
	+ 4.6%		—2.5%	+ 4.2%
From North American mills				
July 1987	1,003,425	87,537	139,701	1,230,663
July 1986	955,375	88,754	147,078	1,191,207
Seven months 1987	6,946,530	660,151	1,067,625	8,674,306
Seven months 1986	6,599,966	630,201	1,000,234	8,230,401
Increase	+ 346,564	+ 29,950	+ 67,391	+ 443,905
	+ 5.3%	+ 4.8%	+ 6.7%	+ 5.4%

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
May 1987	847,549	35	6
May 1986	870,106	37	6
June 1987	885,171(r)	39(r)	6
June 1986	868,923	41	6
July 1987	922,947(p)	38(p)	7(p)
July 1986	892,127	39	6
Canadian mills			
July 1987	285,590	—	—
July 1986	384,233	—	—
U.S. mills			
July 1987	42,930	—	—
July 1986	89,320	—	—

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Dailies publish despite tornado

The tornado came roaring through Edmonton, Alberta, at 3:07 p.m. on Friday, July 31. It ripped up a subdivision and tore up part of an industrial park where the printing plant of the Edmonton Journal is located.

The printing plant was undamaged, but electric lines were down, and the presses were useless. Electricity also was out in the downtown editorial offices. It was apparent it would take herculean efforts to produce the next morning's paper.

The disaster was a massive one: 26 people killed, 300 injured and 1,000 left homeless, with damage estimated at $150 million.

The Edmonton Sun also was confronted with the multiple problems of coping with the biggest natural disaster in the city's history, although the fact that the Sun does not publish a Saturday edition meant it did not have to scramble quite to the extent its rival did.

Journal Publisher William Newbigging abandoned plans to publish the normal 76-page Saturday paper and decided to go instead with a 12-page, all-editorial-matter special edition. Thirty-five reporters and photographers were dispatched to cover the story.

At first, the editorial offices functioned with the aid of flashlights and candles. Around 7 p.m., electricity came back to the downtown offices, and the staff was able to use computers and composing equipment.

The printing plant remained out of commission, however. After determining that the press capacity of two nearby newspapers was inadequate, the Journal called on the Calgary Herald, which like the Journal is owned by Southam Inc.

Journal Editor George R. Oake chartered a Lear jet and flew the page negatives along with six Journal pressmen 200 miles south to Calgary. About 150,000 copies were printed there, compared with a normal Saturday press run of just over 170,000, and they were shipped to Edmonton in three rental trucks.

The special edition contained numerous stories and 37 photographs, 15 in color, of the tornado and the destruction it caused. Single copies sold out within minutes, and to satisfy demand, the Journal reprinted the disaster edition on Aug. 7 and included it as part of the regular paper.

In covering the disaster, the Sun faced a different kind of problem. Because the tabloid paper does not publish on Saturdays, the whole staff was off duty when the tornado struck that Friday afternoon, said Publisher Patrick A. Harden. But, true to newspaper tradition, people from all departments reported for work, with photographers and reporters going directly into the field.

Harden decided against publishing a special Saturday edition. It would get in the way of the Sunday edition, he reasoned, and would have to be printed at the Sun's sister paper, also in Calgary.

By mid-afternoon Saturday, power was restored to the Sun's plant, and the Sunday edition was printed on schedule. It sold 35,000 more copies than normal, for a total of 156,000 copies sold—a record, said Sun General Manager Kenneth M. King.

That weekend, the Sun announced formation of a tornado relief fund and began planning for a high-gloss magazine carrying pictures and stories of the tornado and its aftermath.

About 25,000 copies of the magazine, "Black Friday," were placed on sale Aug. 10, with "every penny" of the proceeds going to the tornado relief fund, Publisher Harden said.

Sale of the 36-page magazine, at $3.50 a copy, had raised $90,000 by the third week in August, and another 40,000 copies were printed Aug. 24 to satisfy "phenomenal" demand, Harden reported. *—Gene Goltz*

Edmonton Journal photographer Steve Simon captured this dramatic image.

Troubled triweekly closes in Cookeville; some litigation ends

The Dispatch, a triweekly newspaper in Cookeville, Tenn., ceased publication July 19.

The newspaper's owner, Osia Williams, had filed for Chapter 11 bankruptcy protection in 1984. John C. McLemore, a court-appointed reorganization trustee, said The Dispatch was losing about $2,000 a week. "Common sense said to stop it," he said.

According to McLemore, Park Communications Inc. had an option to purchase The Dispatch but did not exercise it because Park was rebuffed when it attempted also to acquire Cookeville's other paper, the daily Herald-Citizen.

A second newspaper owned by Williams, the weekly Cumberland (Tenn.) County Times, is operating profitably and is for sale, McLemore said.

The Dispatch had been embroiled in legal controversy with the Herald-Citizen [**presstime**, July 1985, p. 54]. With the demise of The Dispatch, lawsuits involving the newspaper are terminated although suits involving individuals will continue, said McLemore, who is a Nashville attorney. He said the Dispatch received a $45,000 settlement in a suit it filed against the Audit Bureau of Circulations over audits of the Herald-Citizen. □

UPI still cleaning up debris from upheavals, bankruptcy

United Press International in late August was preparing a settlement offer to end a $4-million defamation suit filed by former UPI Editor in Chief Malcolm Hughes.

Hughes alleged that in a November 1986 conference telephone call among company executives, then-UPI President Milton R. Benjamin maligned him by saying Hughes was trying to "hold up" UPI with demands over salary and severance pay. Hughes resigned from UPI the day after the conference call.

Christopher J. Smith, UPI director of corporate communications, said the wire service made Hughes an offer upon his leaving the company, but Hughes refused it. "The company was rather slow to respond again," and Hughes subsequently filed suit, Smith said.

UPI has denied the defamation charges.

Meanwhile, UPI has been declared not liable in some older libel suits against it. The cases are tied up in lingering bankruptcy proceedings.

At issue are six suits filed before UPI sought Chapter 11 bankruptcy protection April 28, 1985. UPI General Counsel Michael E. Veve said the U.S. Bankruptcy Court has relieved New UPI Inc.—holding company of UPI since its purchase in June 1986 by Mario Vázquez-Raña—of any responsibility relating to those libel claims.

UPI's libel insurance company, Mutual Insurance Co. Ltd. of Hamilton, Bermuda, has argued that Mutual, too, should be relieved of responsibility. The court has not ruled on the matter.

Lack of a decision has held up payment of money to large, unsecured UPI creditors left holding the bag when the wire service under previous ownership went to bankruptcy court. Funds that Vázquez-Raña set aside for payment to them, as part of a settlement allowing him to buy UPI [**presstime**, July 1986, p. 19], will not be distributed until the libel issues are resolved, Veve said.

With interest, the amount set aside has grown from about $9.5 million to $10.3 million, according to the company.

Outcome of the libel suits could have an impact on how much of that amount creditors ultimately will receive, Veve said. □

Editor-educator named to head API

William L. Winter becomes the sixth director in the 41-year-history of the American Press Institute on Sept. 1, moving to the Reston, Va., training facility from the executive editor's post at the Pasadena (Calif.) Star-News.

Winter, 43, was chosen after a nationwide search to fill the vacancy created by the resignation of Frank Quine, which took effect July 1 [**presstime**, June 1987, p. 96]. A native of Jonesboro, Ark., Winter has a doctorate in higher education from Kent State University.

He has held newspaper editing jobs in Akron and Louisville, and worked as bureau chief for the Associated Press in Louisville. He also has taught journalism courses at Kent State, Central Michigan University and San Antonio College. □

Carr leaving NNA's ad-rep firm; credited with overseeing turnaround

Eugene G. Carr is resigning as president of American Newspaper Representatives Inc. to pursue other interests. ANR, an advertising "rep" firm representing more than 7,000 weeklies and small dailies, is a wholly owned subsidiary of the National Newspaper Association.

Carr, former executive vice president of the North Dakota Newspaper Association, joined ANR in November 1985. At that time, Carr said, he made a two-year commitment to the firm. He will remain with ANR during the transition to a new president.

According to NNA, the ANR Board of Directors accepted Carr's resignation "with regret," noting that he had led the company during "a difficult two-year economic period to where it was operating profitably." The search for a successor will be made by the ANR board, which is headed by NNA Executive Vice President David C. Simonson.

During Carr's tenure, ANR computerized its advertising data and order processing and moved its headquarters from Brooklyn, N.Y., to Minneapolis [**presstime**, Dec. 1985, p. 51]. The firm also has sales offices in New York City, Detroit and Chicago. □

Kit is available to help in observing Newspaper Week

National Newspaper Week will be observed Oct. 4-10 with the theme "Your Newspaper: People Serving People."

Newspaper Association Managers, the organization for managers of state, regional and national press organizations, annually sponsors the observance and has available a press kit with suggestions on how newspapers can observe the week.

The kit also contains material for the Oct. 10 observance of International Newspaper Carrier Day, sponsored by the International Circulation Managers Association.

The kit costs $6, plus $1.50 for postage and shipping. Contact the NAM office at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041; (703) 648-1123. □

Merger studied

A joint committee is considering a possible merger of two regional newspaper organizations, Allied Daily Newspapers and the Pacific Northwest Newspaper Association.

Allied is a multi-service organization based in Tacoma, Wash. PNNA, whose focus is newspaper labor and personnel relations, is headquartered in Portland, Ore. Overlapping services and memberships prompted the merger discussions. □

Changes in command

Newspaper Association Managers, at its annual convention Aug. 9-13 in Durango, Colo., elected the following new officers:

- *President*—Jerry W. Friedheim, American Newspaper Publishers Association
- *Vice President*—Kathy T. Chaffin, Georgia Press Association
- *Secretary*—Ken Drum, Ohio Newspaper Association
- *Treasurer*—Stephen E. Palmedo, Newspaper Association Managers. □

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60,000-circulation daily brings estimated $155 million

Several newspaper analysts estimate that the winning bid for the Morristown (N.J.) Daily Record was $155 million.

The price, disclosed by Ingersoll Publications Co. as being "in excess of $100 million," is estimated to be 5.3 times the 60,243-circulation daily's estimated annual revenues of $29 million. The sale price and the revenue multiple rank the transaction as one of the largest ever for a newspaper that size.

"It's very high. I guess I would say it's roughly twice as much as we've seen typically for newspapers of this size and this type of market," said Bruce Thorp, an analyst with the Washington, D.C., brokerage firm of Lynch, Jones & Ryan.

Rival contenders were Malcolm A. Borg, chairman of the Bergen Record Corp. of Hackensack, N.J., and William Dean Singleton, president of Garden State Newspapers Inc., a subsidiary of his MediaNews Group. Their bids were believed to have been close to $125 million or more.

The Daily Record has been owned by the Tomlinson family for 87 years.

Mark Goodson, of television game show fame, actually will be putting up the money for the morning paper, although the purchase was negotiated by Ingersoll Publications, management arm of Ingersoll Newspapers Inc.

BUSINESS ROUND-UP

Ralph Ingersoll II, chairman and chief executive officer of Ingersoll Newspapers, will have operational control of the Daily Record. This arrangement is being used in other situations, such as the New Haven (Conn.) Register, which Goodson owns but Ingersoll manages under terms of a contract.

The late Ralph Ingersoll Sr. and Goodson had owned certain newspapers jointly, but under an agreement signed in July 1986 Goodson and Ingersoll Newspapers restructured the holdings by selling the minority interests in their properties to each other.

The agreement also established options for one to buy the other's newspaper holdings at the time when either Goodson or Ralph Ingersoll II died.

In other recent business news concerning newspapers:

• Singleton's **Garden State Newspapers Inc.** bought The Johnstown (Pa.) Tribune Publishing Co. and its holdings from the Mayer family and the Anderson H. Walters Trust.

Included in the deal are The Tribune-Democrat of Johnstown (morning, daily circulation 50,592); The Columbia (Pa.) News (evening, 4,313); two free-circulation weeklies in Pennsylvania, an AM and a FM radio station, and two real estate companies.

The selling price was not disclosed, but analysts estimated the price for the two dailies to be about $73 million, based on industry averages.

• Toronto-based **Hollinger Inc.**, through its American Publishing Co. subsidiary, bought two more small U.S. daily newspapers. They are: The Stillwater (Minn.) Evening Gazette (5,250), acquired from the Easton family that had owned it since 1870; and the Waynesboro (Pa.) Record Herald, acquired from the Chalfant family. Prices were not disclosed.

• One of the few places in the United States where a Sunday-only newspaper is published now has competing Sunday papers.

The Wilkes-Barre (Pa.) Times Leader, previously a six-day morning paper with circulation of 46,961, began publishing a Sunday edition Aug. 9 with a 128-page inaugural edition. The Times Leader is owned by Capital Cities/ABC Inc.

Wilkes-Barre's Sunday-only paper, which dates from the early part of the 20th century, is the Sunday Independent, which has circulation of about 65,000 [**presstime**, Nov. 1986, p. 44].

• Billboard Publications, acquired by **Affiliated Publications Inc.** in April, agreed to buy Plants, Sites & Parks magazine for an undisclosed price. Affiliated owns The Boston Globe. □

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Correction

An article in the June issue about suburban competition incorrectly reported that The Baltimore Sun planned to begin zoned editions this year in competition with The Capital in Annapolis, Md.

The Sun has been publishing a zoned edition for Anne Arundel County, serving the Annapolis area, for 10 years. It plans to expand it from semiweekly publication to triweekly this month.

Presstime regrets the error. □

ANPA Calendar

SEPTEMBER

ANPA Technical Committee and ANPA/TEC '88 Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 2-3

ANPA Foundation/International Reading Association Workshop and Reception on Literacy
National Press Club, Washington, D.C., Sept. 8

ANPA Board of Directors meeting
J.W. Marriott Hotel, Washington, D.C., and The Newspaper Center, Reston, Va., Sept. 9-10

ANPA Web Offset Newspaper Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 14-18

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Inner Harbor, Baltimore, Sept. 16-19

ANPA Management Development Workshop
Hyatt Regency Austin, Sept. 21-24

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 22-23

ANPA Circulation and Readership Committee meeting
Grand Hotel, Washington, D.C., Sept. 23-24

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 28-29

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Sept. 28-Oct. 2

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Premiere, Tysons Corner, Va., and The Newspaper Center, Reston, Va., Oct. 6-7

ANPA Foundation NIE Instructor Training Seminar
Xerox Training Center, Leesburg, Va., Oct. 6-9

ANPA Foundation Minority Programs Advisory Group meeting
The Newspaper Center, Reston, Va., Oct. 7

ANPA Legal Affairs Committee meeting
The Baltimore Sun, Oct. 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Baltimore, Oct. 8-9

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., Oct. 14-15

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Frontenac, Quebec City, Oct. 15-16

ANPA prosstime Advisory Committee meeting
The Dallas Morning News, Oct. 19

ANPA Pressroom Options IV Symposium
Hyatt Regency O'Hare, Chicago, Oct. 19-21

ANPA Web Offset Newspaper Press Operation Seminar
The Newspaper Center, Reston, Va., Oct. 19-23

ANPA Telecommunications Committee meeting
Park Hyatt, Washington, D.C., Oct. 22-23

ANPA Newsprint Committee meeting
Four Seasons, Vancouver, British Columbia, Oct. 26

ANPA Newsprint Committee/ CPPA Newsprint Section meeting
University of British Columbia, Vancouver, Oct. 27

ANPA Labor Relations Seminar
Westin Hotel, Seattle, Oct. 28-30

ANPA Convention Arrangements Committee meeting
Fairmont Hotel, San Francisco, Oct. 29

ANPA Health and Safety Symposium
Orlando Marriott, Oct. 29-30

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over-set

Newspaper numbers

7—annual percentage rate of replenishment in the ranks of U.S. newspaper reporters by new college graduates, according to The Newspaper Fund.

13—percent of adult Americans reading two or more newspapers on an average weekday, down from 24 percent in 1967.

2.8—U.S. newspapers' lost-workday injury rate per 100 full-time employees in 1985. Equivalent injury rate for all the private sector was 3.4 per 100.

88—percent of member newspapers reporting in a recent ANPA survey that they offer pension coverage to employees.

A worrisome signal from student leaders

Only about half of high school student leaders spend as much as 10 minutes reading a daily newspaper, according to a survey of teenagers attending the 51st conference of the National Association of Student Councils.

Forty-one percent said they spend 10 to 20 minutes reading the newspaper, and slightly less than 10 percent read one for a half hour or more each day.

Thirty-nine percent read a paper for fewer than 10 minutes daily, and a tad above 10 percent don't read one at all.

About 1,400 student government officers, school editors and band leaders were polled during the NASC's summer conference in Amherst, N.Y. They were asked their opinions on a range of issues that also included credibility of institutions.

The hometown daily newspaper ranked low on the credibility scale, with only 15.7 percent of respondents calling it their most believable source of news. In contrast, 58.2 percent of the students rated national network television news as the most credible. Local television news rated about the same as daily newspapers, 16.6 percent.

C. David Rambo

Eat, drink and read funnies at this Sunday brunch

Lots of restaurants provide Sunday brunch patrons with a complimentary paper to read while they consume their coffee and eggs Benedict. But a hotel restaurant in the Washington, D.C., area boasts that it offers its brunch customers "America's largest selection of Sunday newspapers from around the United States under one roof."

Many area residents are "transplants" from other parts of the country, explains Dennis R. Layer, director of marketing for the Radisson Mark Plaza Hotel in Alexandria, Va. Hotel management thought it would be "kind of refreshing" for them to have hometown papers to read while dining, he said. Working through a local distributor, the hotel gets papers from about two dozen major cities.

For the "Sunday Funnies Brunch," the hotel sets up an authentic-looking newsstand at the entrance to the restaurant. The theme dominates inside, too, as waiters wear aprons adorned with comics characters and placemats are laminated comics pages. The menu features such things as "Hot Off the Press" waffles, "Dagwood's Deli" sandwiches, "Popeye's Spinach Patch" salads, and Brenda Starr's "Starr Struck Egg Dishes." In the photo above, waitress Anna M. Espejo chats with (from left) Dorothy P. Heater of Sebring, Fla., and Maria C. Caiozzo and Michelle R. Gries of Alexandria, who are reading The Philadelphia Inquirer.

What would Mark Twain have said?

"Newspaper reporters have the shortest life expectancy of any occupational group, next to coal miners, waiters, and bartenders."

Sez who?

The intriguing statement was published in the July 15 edition of Media Industry Newsletter, a media and marketing trade publication circulated among media executives.

MIN attributed the information to the July issue of Longevity, a monthly newsletter published by Omni Publications International Ltd. in New York City. Longevity got the information from an article in the November-December 1986 issue of Complementary Medicine Magazine, published in Gig Harbor, Wash. The free-lance writer who contributed the story to the magazine says she got the data from the book *Lifespans*, by Frank Kendig. The book contains no such statement.

It must be such frustrating, fruitless attempts at fact-checking that lead reporters to an early grave, maybe.

Despite blindness, he carries on

The snow is the worst obstacle, says blind newspaper carrier John A. Miller. When it snows a foot or more in Omaha, many of the contours and landmarks he customarily depends on to find his way along the delivery route are obliterated.

"Then I have to rely even more on my memory," says Miller, who has an afternoon route for the Omaha World-Herald. "I have to remember it's so many feet to the next house."

Miller was three and a half years old when he was stricken with retinitis pigmentosa, a rare hereditary eye disease that results in blindness. He can now see well enough only to distinguish light from dark.

He carries a white cane while walking the 50-customer route in his own residential neighborhood. He uses billing cards marked in Braille.

The 17-year-old high school senior was awarded one of two Gilbert M. and Martha H. Hitchcock Foundation $1,000 scholarships to be used to attend college. The scholarships, named after the founder of the World-Herald and his wife, are given annually to outstanding carriers.

Phil Johnson, Omaha World-Herald

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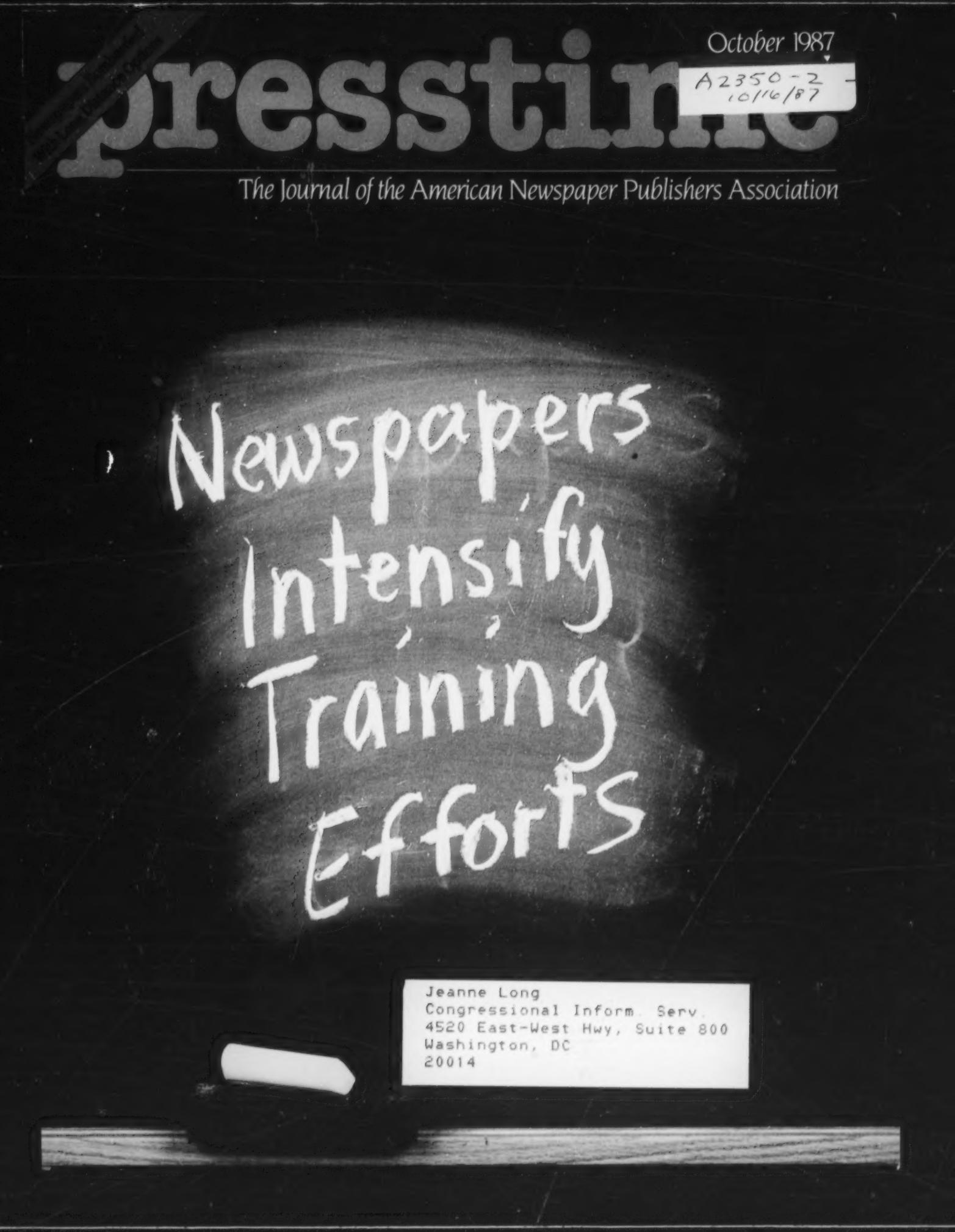

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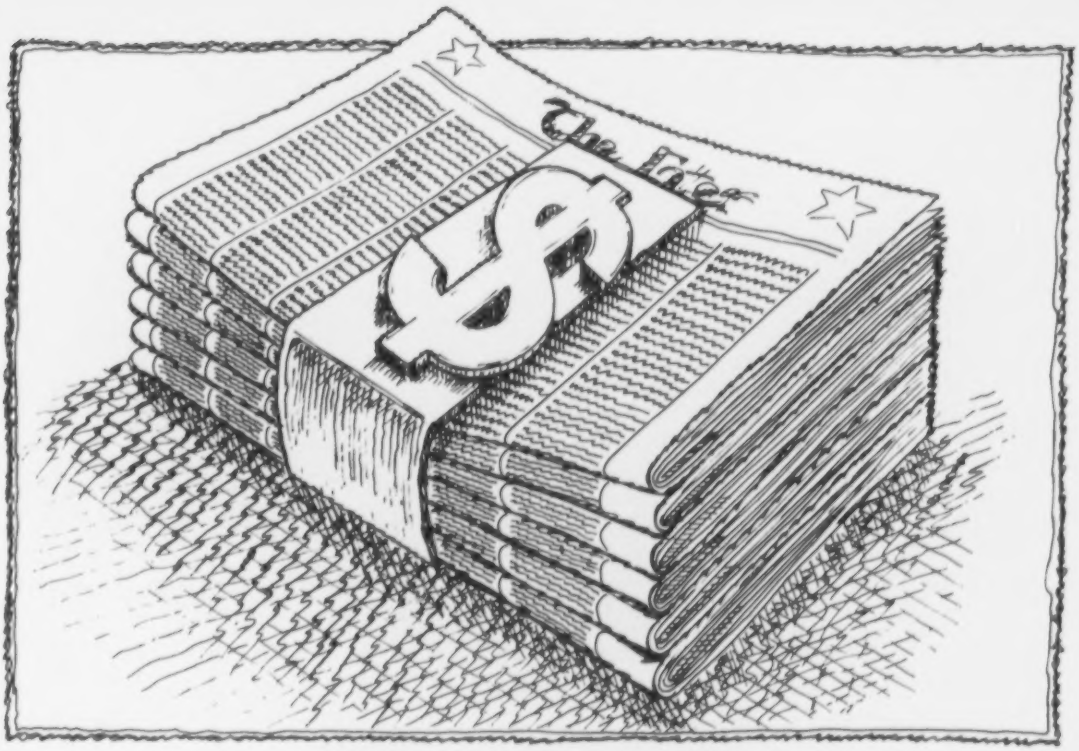

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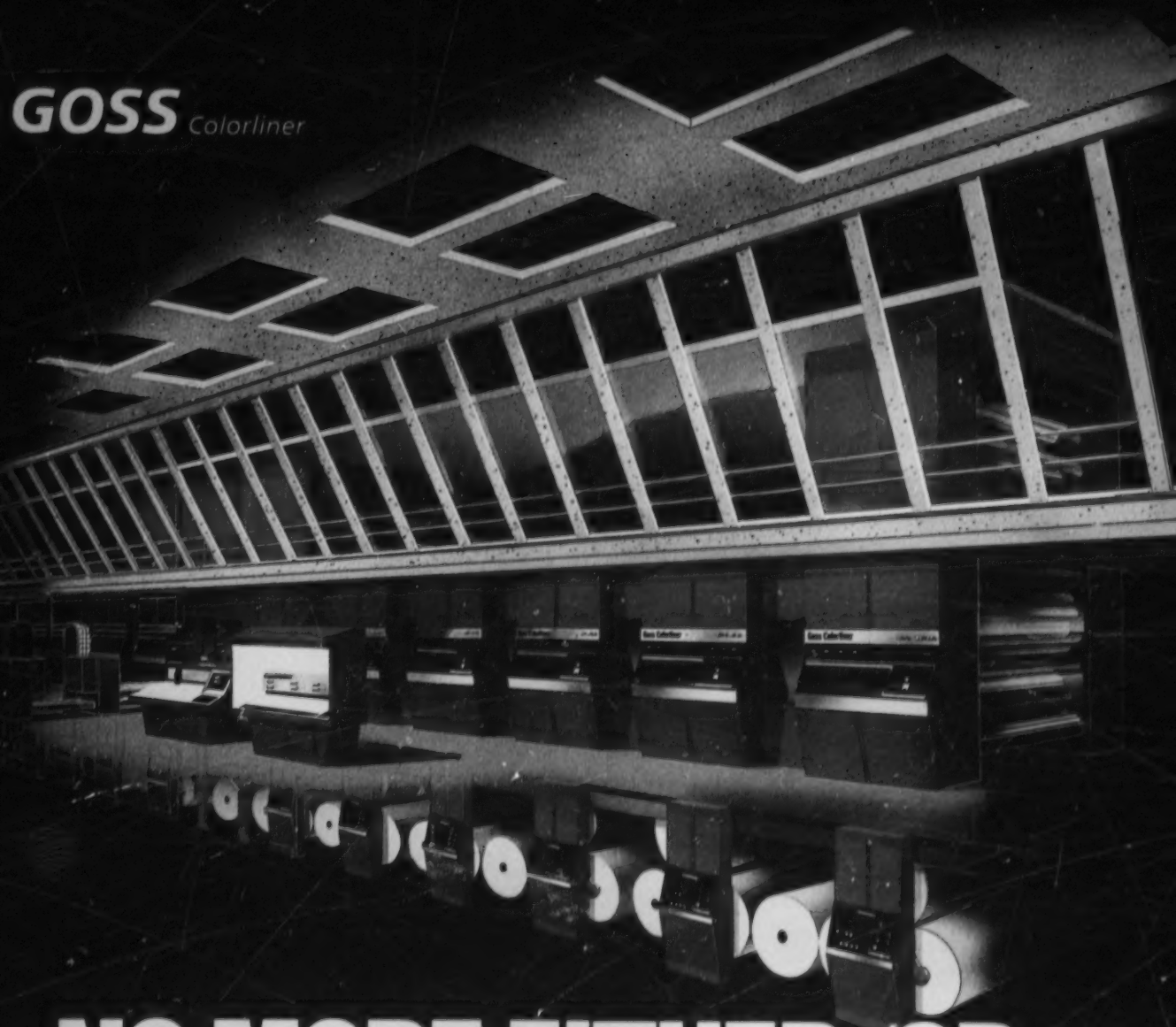

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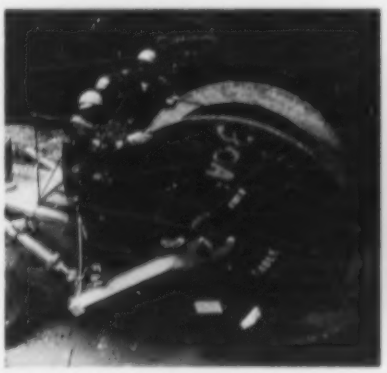

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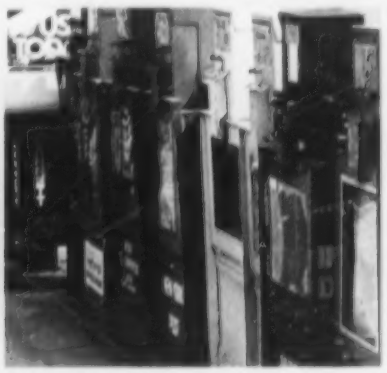

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CHAIRMAN'S CORNER

Tell us what you think about ANPA services, directions

Your Directors want to know what you think of ANPA and what you would change.

This fall we will ask you directly to tell us.

In November and December, more than 7,000 newspaper executives will receive a brief, targeted questionaire seeking your views on current ANPA services and on future directions you believe ANPA should follow.

This survey of members and some non-members is being directed by Lloyd Schermer, Lee Enterprises chairman and ANPA treasurer, and his fellow ANPA Directors John Montgomery, Bill Cowles and Bob Erburu. The Board engaged the Gallup research firm to manage the survey.

George W. Wilson

It has been 10 years since ANPA surveyed its membership. The Association has changed dramatically since then, partly in response to survey findings and partly in response to a changing world. Directors are more deeply involved in Association affairs. The Board adopted a strategic planning system that encourages members of ANPA standing committees to help shape policies and program priorities. Presstime was launched. Professional staff has been added to help us deal more effectively with laws and regulations that affect newspapers. ANPA's research activities were moved to The Newspaper Center in Reston, Va.

This survey will give ANPA Directors and staff valuable information we will use to allocate ANPA resources better and to provide the level and kinds of services you want for your newspapers. That is why we need and want your opinions.

Our formal planning approach, outreach programs, member comments and the increased involvement of newspaper executives in committee work provide continuing feedback on Association priorities and policies. But we believe there is no substitute for periodically going directly to you and formally asking, "How is ANPA doing? How can we do better?"

Gallup will survey all publishers and group CEOs and will selectively survey additional newspaper executives. It will analyze results and report its findings to the Board in the spring.

I cannot overemphasize the importance of this survey and the vital need for you to contribute your opinions and your counsel. ANPA is, after all, *your* Association.

We are a diverse and independent lot, with many different priorities and concerns. But we all have in common the desire to produce high quality, economically healthy newspapers that serve readers and advertisers well. ANPA, our mechanism for doing collectively things we would not do so well alone, can be a powerful means to help us achieve those ends.

When you receive a questionnaire from Gallup, give us your views. Please respond fully and promptly.

We will heed your guidance.

George W. Wilson
ANPA Chairman

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Long Distance Phone Options

Newspapers balance costs and quality in the marketplace maze

BY MARGARET G. CARTER
presstime staff writer

Until the early 1970s, there was one long distance telephone company in the United States, AT&T. Today, the way the Federal Communications Commission figures it, there are 561.

All are pitching their services to potential customers. And newspapers, like other major long distance users, are being bombarded with telemarketing sales calls.

"We've got everyone racing around and putting pressure on newspapers to try alternatives," says Paul Daubitz, president of ATI Telemanagement, a consulting firm in Newburyport, Mass., that specializes in newspaper applications of telecommunications. It is "easy to succumb" to such pressure, says Daubitz, "because they tell you how good it could be."

Even when AT&T was the only long distance game in town, newspapers sought to contain their long distance costs through such things as dedicated lines to bureau offices and AT&T WATS (Wide Area Telephone Service) lines. There are no up-to-date statistics on newspapers' current long distance choices, but telecommunications consultants say many newspapers are aggressively investigating alternatives.

"I think newspapers are more concerned about their costs than most other businesses I get involved with," says Edwin E. Kirby, a principal in Comtrol Corp., a Lisle, Ill., telecommunications consulting firm that has worked for about 65 Gannett Co. communications properties, including newspapers ranging from the Pacific Daily News in Guam to USA Today.

Kirby estimates that a newspaper that has not previously paid attention to its long distance costs can save between 15 and 20 percent by shopping around.

For newspapers that are big long distance users, that is not small change. For example, Arthur S. Meggitt, manager of technical support and telecommunications for the Star Tribune of Minneapolis, figures that his newspaper would save about $47,000 on its annual $175,000 long distance phone bill if it switches from AT&T WATS service to US Sprint's Ultra WATS service. But that decision to switch carriers is being complicated by the introduction of new AT&T discounted service offerings for major long distance users, Meggitt says.

Cost is the major reason for investigating new service options. But consultants say a newspaper's long distance choices also can affect productivity. If a long distance vendor lacks sufficent circuit capacity and employees frequently get a circuits-busy signal, or the newspaper has too few WATS lines and employees have to queue up to make their long distance calls, that can adversely affect productivity, they say.

Despite all the choices available today, three national companies dominate the U.S. business long distance market. And AT&T still has more than half of the total long distance business pie.

As of last April, The Yankee Group, a high-tech market research consulting firm based in Boston, estimated that AT&T had 60.6 percent of the business long distance market; MCI had 16.1 percent, US Sprint Communications Co. had 10.7 percent and "everybody else" had 12.6 percent, according to Michael E. Dortch, senior telecommunications analyst.

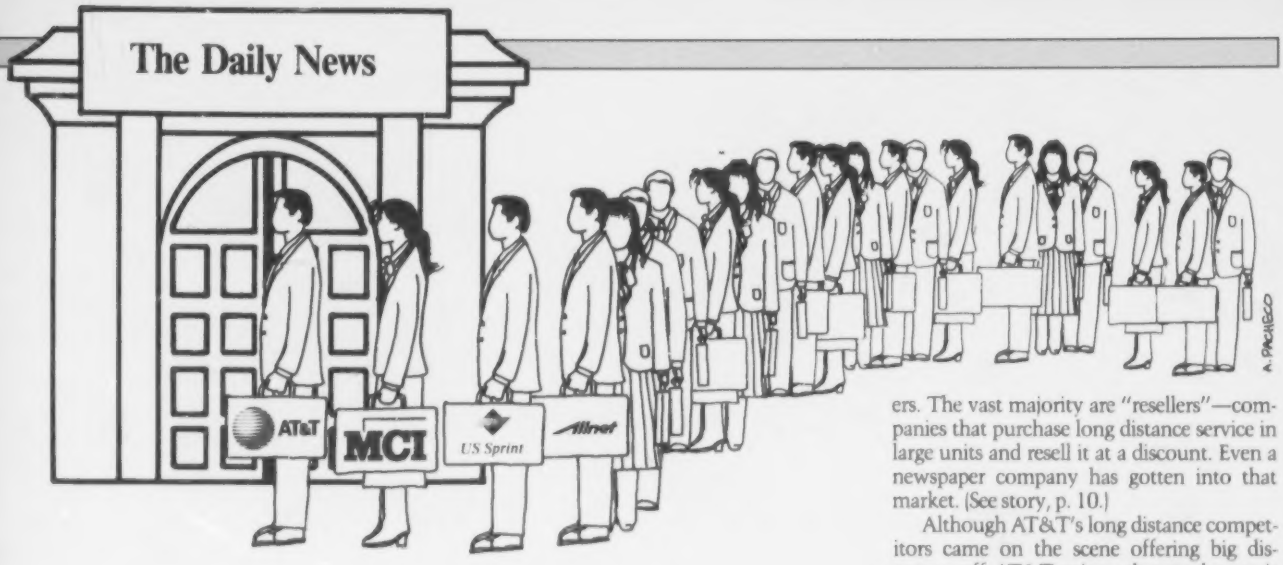
The last time a study of newspaper long distance service was made, AT&T had the majority of that market, too.

According to a 1986 survey by the ANPA Telecommunications Department of ANPA-member newspapers, 14 percent of the responding papers had chosen MCI, 6.5 percent Sprint and 2.5 percent Allnet, another national long distance company. The vast majority of the remainder were still with AT&T.

Why has AT&T retained such a large share of newspapers if they are so cost conscious? "Newspapers are very interested in quality and require quality telecommunications," says consultant Daubitz. Therefore, he says, newspapers have tended to be "more conservative" in their long distance choices.

Take the Chronicle-Tribune in Marion,

Workers of US Sprint lay fiber-optic cable in South Carolina.



Ind., a Gannett newspaper that decided to stay with its AT&T WATS service after testing MCI and Sprint a year ago.

"I just wasn't happy with the quality at that time," says Gary A. Stoffer, operations manager. "To me, dependability and service rate higher than cost *per se* as long as the cost is not completely out of line."

"In the field we are in, we can't afford to have problems. If our service is poor or we are having trouble contacting people or they are having trouble contacting us that is just not going to hack it."

Even the Star Tribune in Minneapolis is not leaping at the chance to save $47,000. Executives there are conducting quality tests before making a final decision.

Telecommunications experts say the quality gap between AT&T and alternative vendors is narrowing, thanks to the construction of new fiber-optic networks, the availability of more circuits in general and better connections to local networks.

At the same time, the price gap is narrowing. In large part, this is due to federal regulatory policy. In addition, AT&T has responded to its discount competitors by introducing a variety of new discount programs of its own, designed for business users.

Indications are that long distance prices will continue to be in flux. The FCC recently proposed to end its rate-of-return regulation of AT&T. Although AT&T's competitors hope this will halt the steep decline in long distance prices, some analysts say it will foster even more price chopping.

Because of the rapidly changing marketplace, telecommunications experts recommend newspapers review their long distance service frequently, even on a yearly basis, to make sure they are still getting the most for their long distance dollar.

"They may be doing everything right. But if they don't check periodically, they won't know that," says Deborah S. Walker, ANPA telecommunications systems specialist. "Long distance tariffs and long distance services have been changing so quickly that even if you did a traffic study two years ago, that might not be valid today."

GROWING MARKETPLACE. Although the changes have accelerated in recent years, they really began in 1963 when Microwave Communications Inc. petitioned the FCC for permission to build a microwave transmission system between Chicago and St. Louis. Six years later, the FCC granted the request, and, in 1972, MCI became the first alternative long distance carrier, providing service between those two points.

A series of subsequent regulatory and legal decisions encouraged others to compete, and before long where there was once a single long distance carrier there were now hundreds. The FCC's current estimate of 561 is based on reports it receives from the seven regional Bell operating companies that were separated from AT&T's long distance operation by the 1984 breakup of Ma Bell.

Of the 47 states in which the BOCs are located, Vermont and Maine have the smallest number of long distance carriers operating, 15; Texas has the largest, 178. The FCC observes, however, that a carrier may concentrate its efforts in serving only a few exchanges or a small portion of a state.

Only a handful of the very largest long distance companies have their own networks and are categorized as common carriers. The vast majority are "resellers"—companies that purchase long distance service in large units and resell it at a discount. Even a newspaper company has gotten into that market. (See story, p. 10.)

Although AT&T's long distance competitors came on the scene offering big discounts off AT&T prices, that no longer is the case. For instance, MCI's initial average discount was "somewhere around 40 percent," says John R. Houser, public relations manager in MCI's Corporate News Bureau. Now, MCI's prices "are on the average of 10 percent lower than AT&T's." He points to an increase in access charges that MCI must pay to local telephone companies as one reason for the dwindling difference.

In 1984, the FCC required local telephone companies to provide network access to all long distance companies on a basis equal to AT&T. Before then, AT&T's competitors had less efficient network connections that required customers to use long access codes when placing a call, but the competitors also had been paying only about half what AT&T paid for access to the local network.

At the same time access costs have been going up for its competitors, AT&T's long distance prices have been coming down. Its prices have dropped more than 30 percent since 1984 largely because the FCC shifted to local customers some of the fixed or so-called "non-traffic sensitive" costs of operating the local telephone system. Long distance carriers traditionally bore those costs.

Because FCC policy restricts AT&T to only a 12.2-percent return on its investment, the agency has ordered the company to reduce its long distance prices as it realized these savings. AT&T is the only long distance carrier subject to profit regulation, a vestige of its days as a monopoly carrier.

At its Aug. 5 meeting, the FCC unani-

According to an ANPA survey, 14 percent of responding papers had chosen MCI, 6.5 percent Sprint and 2.5 percent Allnet. The vast majority of the remainder were still with AT&T.

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mously approved a plan to scrap rate-of-return regulation in favor of another regulatory scheme that would cap prices for AT&T services.

AT&T competitors' assessment that the deregulation plan will stop AT&T's price cutting is "foolish," says research analyst Jack B. Grubman of PaineWebber Inc. in New York City. Prices will continue to go down under price-cap regulation, Grubman believes.

"Any deal that is cut will include AT&T continuing to have to flow through any decreases" in local network costs, Grubman says. In addition, AT&T will have an incentive to increase productivity, which also will be reflected in lower prices.

ART OF CHOOSING. When evaluating competing long distance companies, telecommunications consultants say newspapers should look at their own calling patterns, including: number of calls per month, cost, duration, what time of day they are being made and where they are going. Armed with this information, newspaper executives can shop for the company whose rate structure is most beneficial for a given situation.

Consultants say the most cost-effective choice may not be a single service but several different services.

When it began looking into whether it should switch long distance carriers, the Star Tribune in Minneapolis used its personal-computer-based, call-accounting system to help analyze costs supplied by different vendors. The system records all of the newspaper's outgoing long distance calls as they are channeled through its PBX system.

Vendors generally take a customer's monthly bill and make cost comparisons, says Meggitt. But they may make certain "assumptions" that may be false, simply because the bill does not contain sufficient detail, he says. The newspaper's call-accounting system was able to provide a more accurate comparison.

Smaller newspapers that make most of their long distance calls in-state should be sure to point out that fact when talking to vendors, says Helen Y. Craley, owner of a West Chester, Pa., consulting firm Craley Associates. The rate structure for intra-state calls may be entirely different from that for inter-state, largely because of state regulatory requirements.

Craley also urges newspapers to inquire about additional service fees. "Most of the vendors have gotten away from installation and termination charges, but if you don't ask you don't know," she says.

For some newspapers, especially larger

Even a Newspaper is a Long-Distance Carrier

What happens when a newspaper company goes into the long distance telephone business?

For one thing, says Sidney H. Bliss, general manager of The Janesville (Wis.) Gazette, "We are our own best customer."

Gazette Printing Co., which owns the 29,592-circulation evening daily, became a reseller of long distance service about three years ago, following the breakup of AT&T. Several communications consultants "felt that this might well be an opportunity to get in on the ground floor of the telecommunications industry without a tremendous capital investment," says Bliss, who is on the board of directors of the telephone subsidiary.

The company leased the necessary switching equipment, installed it in the basement of its newspaper offices, and Wisconsin Telecommunications Technology Inc. was born. Its full-time staff is made up of a manager, a bookkeeper who doubles as a computer systems manager, and a telemarketing representative. The subsidiary's operations are overseen by the printing company's engineer.

Gazette Printing, if not the only newspaper company to have diversified into the telephone business, is certainly one of a very small number, according to the ANPA Telecommunications Department.

"It's a fun business, but it is a very, very frustrating business in that it seems to change almost on a daily basis," says newspaperman Bliss. "For a very small reseller, which is what we would be classed as, it is very difficult to keep abreast of the bureaucracy."

AT&T's rate-cutting has had an impact on the Janesville operation, as it has on other resellers who have had to reduce their rates to keep competitive. "The profit margins in the business are not what they were three years ago," says Bliss, "but they remain sufficient to generate profit when an acceptable level of traffic volume is achieved."

Currently, the company has about 1,000 customers, about 75 percent of them business users.

The discounts his company offers compensate for the "relatively small" difference in quality compared with what they have been used to with AT&T. "I think the quality issue is becoming less and less a factor," he says, since the company began transmitting some traffic over a fiber-optic network built by a consortium of power companies.

"In all honesty, this has not to date been a money-making venture," Bliss says. But, he adds, he is optimistic it will start making a profit by year-end.

Newspaperman Bliss also serves as phone company board member.

ones, telecommunications consultants say the most cost-effective choice in long distance may not be a single service but several different services from one or more vendors. Larger phone systems, generally with more than 50 extensions, can be equipped with software packages that will choose the least costly path for a given call from several different service options.

Consultants also advise newspapers not to stop their long distance shopping when they have determined which carrier is the cheapest. "If you take the schedules that all the different carriers present you and base your judgment on cost presented alone, you probably are not going to make the right decision," says consultant Kirby of Comtrol Corp.

Newspapers should have some insight into the "less obvious" factors associated with the services being offered, he says, "such as the billing technologies, the access delays that you might encounter and the quality of transmission."

Although consultants say that on the whole quality has improved, one of them, Craley, cautions that quality may vary depending on the geographic area in which the newspaper is located and where its calls are going. She suggests that newspapers try out each vendor's service, perhaps by making 10 calls to frequently dialed areas. She also advises asking about the composition of the long distance vendor's network. Is it microwave, satellite, or fiber optics? "Many vendors at this point are using a hodge-podge of those three types of services. . . . Satellite is probably the least best in terms of quality," she says.

Fiber optics is touted as the best, especially by US Sprint which is building the first national fiber-optic network.

ADDITIONAL HINTS. Some of the other things consultants say newspapers should look out for are:

- How long it takes to connect the call. With alternative carriers the call frequently is not immediately connected, as it is with AT&T, notes Kirby.
- How the vendor knows whether a call has been answered. "There is a greater possiblity with the alternative carriers that calls not completed will show" on a monthly bill, Kirby says. However, this problem is being resolved because as alternative companies have acquired access to the local network on the same basis as AT&T, they also have obtained the same "answer supervision" technology that AT&T uses.
- How calls are billed. While some long distance companies bill in six-second increments, others may round the call up to the next whole minute, says Craley. She also advises newspapers to determine whether there are higher or lower charges for the initial minutes of the call.
- Billing information. Some vendors also load their monthly bills with extensive details that may be attractive to some newspapers. According to consultant Daubitz, one of his newspaper clients, The Knoxville News-Sentinel, chose a local long distance reseller, Call U.S., because it allowed the newspaper to provide its employees with account codes that are reflected on its bill, telling who placed what calls. It essentially performs the same function as a call-accounting system attached to the newspaper's PBX, Daubitz says. "Instead of investing, say $40,000, they are getting this feature at no charge from this specialized reseller."

Finally, telecommunications experts advise newspapers to look at the long-term financial viability of the company. "Some of your smaller carriers . . . are going to be competitive up to a certain degree, and then they just might fold," says Craley.

Indeed, some experts think that consolidation has already begun in the long distance business. "In five or 10 years, you will see no more than three or four long distance companies," says Robert T. Dwyer, senior editor of *Telecom Factbook*, produced by Television Digest Inc. "There isn't the profit there used to be." □

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TYPE SIZES

Newspapers make their columns easier to read by careful selection of type, computer enhancements

BY GENE GOLTZ
pressstime staff writer

Many newspapers in the United States and Canada are using larger type. Others are choosing new typefaces that *appear* to be larger.

But so far, this trend has not been in response to the widely publicized "graying of America." Newspaper designers and editors say there has been no clamor among the aging population for enhanced legibility in newspapers.

In fact, the most vocal advocates of larger type have been readers of agate sports statistics and stock listings, says Roger F. Fidler, corporate director of graphics and newsroom technology at Knight-Ridder Inc.

David B. Gray, graphics editor for the Providence Journal and Bulletin, says another reason some newspapers have gone to a larger type size is a deterioration in the quality of their newsprint.

Mario Garcia, associate director of The Poynter Institute for Media Studies, estimates that 80 percent of newspapers in the United States currently use 9-point type on 10-point leading.

About two-thirds of 180 papers represented at an October 1986 meeting of the Society of Newspaper Design reported they had increased their type size in the previous five years.

Yet a **pressstime** sample of more than 30 editors and designers found only one who cited an aging readership as prompting an increase in point size.

That paper, the St. Petersburg Times, is published in a retirement haven. "Last year we decided, given the age of our readership, to increase the type size to 10-point" on 10.3-point line space or "leading," says Neville Green, deputy managing editor. The Times had been using 8.5-point since the 1970s, when tight newsprint supplies prompted a drop from 9-point.

In the week after the most recent change, Green says, the Times received 250 letters hailing the more readable type.

Although St. Petersburg's demographics make it an unusual case, many experts suggest that newspapers across the country may have to make similar modifications in coming years to meet the special needs of an older readership.

The American Association of Retired Persons projects that the number of Americans 55 years of age or older will grow from 51 million in 1985 to 60 million by the year 2000. Many older Americans have "some difficulty seeing," AARP observes.

The executive director of the National Association for the Visually Handicapped, Lorraine H. Marchi, says, "We don't know exactly what the demand is, but older Americans would certainly like to see large-type publications."

Only one daily newspaper, The New York Times, currently publishes a large-type edition for visually impaired readers. The Times' large-type weekly is a 36-page tabloid set in 16-point body type. The stories are a representative section of the week's news, plus features, a sampling of editorial cartoons from around the country and a crossword puzzle.

The large-type edition, introduced in 1967, costs $48 a year in the United States and $61 a year elsewhere—prices that Marchi calls "scandalously expensive." Circulation has been holding steady at about 8,000.

At other newspapers, the move to larger type for regular editions is being accomplished without a major sacrifice in the number of words that get into the paper. That's because computerized photocomposition makes it possible to "kern"—reduce the space between letters—and to condense the larger type, thus avoiding a significant decrease in the number of letters per line.

For example, by kerning its larger type, the St. Petersburg Times minimized the loss of words in the newshole when it switched to 10-point type, Green says. The reduction of 8 to 10 percent was considered an acceptable tradeoff for greater readability, he adds.

According to Art Director Johnny Maupin, The Courier-Journal of Louisville had no appreciable loss of words per page when it switched this year from 8.5-point type on 9-point leading to 9.5-point on 9.7-point because the paper kerned the type and cut down on white space.

The Hamilton (Ontario) Spectator is kerning and condensing its new 9-point type to maintain the same approximate number of letters per line yielded by the old 8.5-point type, says Stan Kwapisinski, creative supervisor for advertising. The Spectator's efforts to improve legibility date back five years, he says, when the staff began looking into "which type faces were more suitable, less tiring to the eye."

In the old days of hot type, of course, type could not be squeezed. Characters were formed by inflexible, metallic matrices. Photocomposition offers "tremendous versatility," Kwapisinski says. "You could go to 8.501 points if you wanted to."

Because of computer flexibility in changing type sizes and shapes, some design experts tend to disregard point values entirely when describing the size of type today. As Gray of the Providence papers puts it, "Point size as a frame of reference is almost totally irrelevant today."

Designers warn, however, that type that is too condensed can be hard to read.

The designers also say that careful selection of typefaces is an integral part of any effort to improve legibility.

The key here is how a typeface treats "descenders"—small letters such as "p" that plunge into the white space below the line; "ascenders" for letters like "d" that have the opposite effect; and the "x-height"—the height of a small letter without ascenders or descenders.

The x-height of a typeface with small ascenders and descenders will appear to be a larger point size than it actually is, typographical experts say.

Using the right typeface in a decent size and without overly condensing it can make a newspaper much more legible, designers say—and readers of all ages will be appreciative. □

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NEW ALBANY, Ind. — A trip to China may not be for everyone. Crowds often gather when foreign visitors appear in public, say those who have been to the People's Republic. People stare at or follow Westerners, or want to touch them

Courier-Journal changed type from 8.5 on 9 (left) to 9.5 on 9.7.

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PIONEERS IN

BY ROSALIND C. TRUITT
pressTime technical writer

Newspapers of all sizes have played an important role in the development of new and better production equipment

From the newsroom to the pressroom to the mailroom, the benefits of technological breakthroughs are key to the current robustness of the newspaper business.

Development of all the whiz-bang equipment and processes that mark today's newspapers owe much to researchers and engineers at ANPA and at various equipment vendors. Yet, some publishers had to be willing to open up their newspaper plants to test these untried devices on a daily basis and to risk disruption and even failure.

In short, pioneers were needed.

Fortunately, the newspaper business has had them. They are a major reason why cold type, offset presses, video display terminals and other innovations of the past 40 years are in common use today.

Pioneering activity generally has taken two forms. One is field-testing a prototype or a system that has yet to be sold on the open market. The other is buying first-of-its-kind equipment that very likely could have bugs to be worked out.

"Without that kind of production testing, there is no doubt the implementation of such technology would have been retarded several years," says William D. Rinehart, ANPA vice president/technical. "We [ANPA staff] can run lab tests all we want, but the real test of equipment comes with thorough use in a newspaper operation. That's the only way to find out whether something works or not."

Take the neonatal days of VDTs, for example. One of the first newspapers to try out new, rudimentary computer terminals in the early 1970s was Cocoa Today, now called Florida Today. Systems Editor Ed Wentworth says testing the equipment manufactured by Harris Corp. was like working in a fish bowl. He recalls editing stories with crowds of people looking over his shoulder and at the same time having to deal with the frustration of a system that crashed almost daily and met heavy early resistance by employees.

But it was worth it. Wentworth says he firmly believes that early work made possible the kinds of editing and writing functions now taken for granted in most newsrooms.

In any such ventures, however, there are risks, and payback is not guaranteed. Why would a newspaper shoulder such a burden for the rest of the industry? From interviews with newspaper executives, these reasons emerge:

- Some newspapers test out of a sense of duty. "It's a matter of caring not only for your own newspaper but for everyone in the industry," says John J. McGann, editor and publisher of the South Bend (Ind.) Tribune. "All newspapers benefit from what one newspaper learns," he says.
- Some enjoy being perceived as an aggressive, take-charge operation. Testing often draws industry attention ranging from stories written about the program to visits by other newspapers' personnel.

"There's something satisfying about being a technological pioneer," says F. Robert Woodward Jr., executive vice president of the Telegraph-Herald in Dubuque, Iowa, the first daily to buy a double-width offset press. "There is a sense of pride in being the first. When you take a risk, there's always the danger it will become an albatross. But when you succeed, it's a great lark. It's fun being the center of attention. And we believed what we were doing was important."

- Testing new equipment keeps employees from getting stale. "It keeps us interested, fresh," says Jerry S. DeHimer, director/operations for the Providence Journal Co.

The company, which publishes The Providence Journal and The Evening Bulletin, has experimented with new equipment ranging from flexographic presses to computer systems. "It's exciting coming to work," DeHimer says. "Our people can't wait to get their hands on something new."

- It makes good business sense. Newspaper executives are always interested in implementing new, cost-effective technology.

"This may be a generalization, but when a newspaper is well-run, there seems to be more time to think about ways to run it better," says Edward R. Padilla, a former production chief at several newspapers and now chief executive officer for MAN Roland USA Inc. Managers at such companies "have time to think about where the company is, where it should go and what needs to be done to accomplish that. Those kinds of well-thought-out ideas result in newspapers that are willing to try something new in order to improve their operations."

Cocoa Today was one of the first to use new VDTs in the early 1970s.

HISTORY OF PROGRESS. These days something new might mean a digital color scanner or a personal computer-based display advertising system. Or a publisher might have to choose from a dizzying array of printing press options, from flexo to the next generation of offset press.

The way was paved for such innovations in large part by technological experimentation by newspapers, and it continues to this day.

"There is more testing today than ever before," says George Cashau, ANPA director/technical research. "Newspapers are getting more adventurous because they realize the tremendous benefits they receive if they achieve a breakthrough."

One of the first North American newspapers to qualify for the technology-pioneer label was The Daily World of Opelousas, La., and the technology it experimented with was offset printing. In 1939, it began

TECHNOLOGY

printing a daily tabloid on an offset press.

The move to offset occurred originally at mostly smaller newspapers. An early leader of the movement was Staley T. McBrayer, then publisher of the News-Texan and a group of other small daily and weekly newspapers in the Arlington, Texas, area. McBrayer was such a believer in the new printing technology that he had an offset press, appropriately named the Vanguard, designed for his operation.

In the 1960s, larger newspapers began testing and using offset. They included the Dubuque daily, the St. Louis Post Dispatch, and the St. Petersburg Times.

The next major technological advance fostered by newspapers' venturing spirit was photocomposition, or cold type, which took off in the 1950s. Newspapers discovered that cold type was less time-consuming, provided sharper resolution, and allowed them to use more graphics and color. Newspapers like The Patriot Ledger in Quincy, Mass., the South Bend daily, the St. Petersburg Times, the St. Paul Pioneer Press and Dispatch, and The Miami Herald were early users.

The Quincy newspaper conducted extensive field tests in cold type under the leadership of its then-publisher, G. Prescott Low.

Low helped establish the Graphic Arts Research Foundation that developed the Photon machine in the 1950s. The machine, which was used to set type photographically, was first tested at The Patriot Ledger beginning in 1954 and later was widely used by other newspapers.

By the time video display terminals emerged in the late 1960s and early '70s, the newspaper business already had a track record for pioneering. One of the first in line behind Cocoa Today to test and install the new VDTs was The Daily Oklahoman of Oklahoma City.

Since that time, digital computers have played an increasingly greater role in all aspects of newspaper operations. From pagination devices to color scanners, from press controls to automatic guided vehicles for newsprint handling, newspapers have taken the equipment into their plants for testing and refining.

And the testing is not confined to equipment. The Peoria (Ill.) Journal Star, The Bakersfield Californian and other papers have successfully tested newsprint made from kenaf, a fast-growing fibrous plant.

F. Robert Woodward Jr. (left), then-production manager of the Telegraph-Herald in Dubuque, his father, F. Robert Woodward Sr., and grandfather, the late Fred W. Woodward, examine print quality from early doublewidth offset press. Photo was taken in October 1965.

NO SIZE LIMITS. Although many new technologies made their debut at small newspapers and then spread throughout the business, that has not always been the case. Testing of new equipment and processes has been conducted by newspapers of all sizes.

Smaller papers may be most flexible in accommodating production tests, but larger ones may give equipment a more strenuous workout and be able to keep more detailed test records.

The Washington Post, for example, has tested flexography and has provided some interesting statistics comparing offset and flexo that only a big paper could compile.

Another large newspaper that took technological chances and won is the St. Louis Post-Dispatch. Alex T. Primm, now retired as Post-Dispatch business manager, says the decision for that newspaper to go offset was a hard one to make in 1968. The newspaper was the first big metropolitan daily to take that route, and Primm says it was five or six years before all the bugs were worked out.

"We knew we would need offset to take full advantage of the cold-type process and of computers," Primm says. "At the time, the smaller newspapers were finding offset useful, but we were a large newspaper and there was some doubt about using it with an operation of our size."

There were some late press runs and times when the presses went down altogether. Yet, Primm says, the newspaper never seriously considered going back to letterpress.

Nestled between very big and very small publications are many medium-sized newspapers that conveniently take up the slack. They often can conduct more sophisticated testing than small plants and can devote more time to the tasks than their metro counterparts.

The Express in Easton, Pa., is one such

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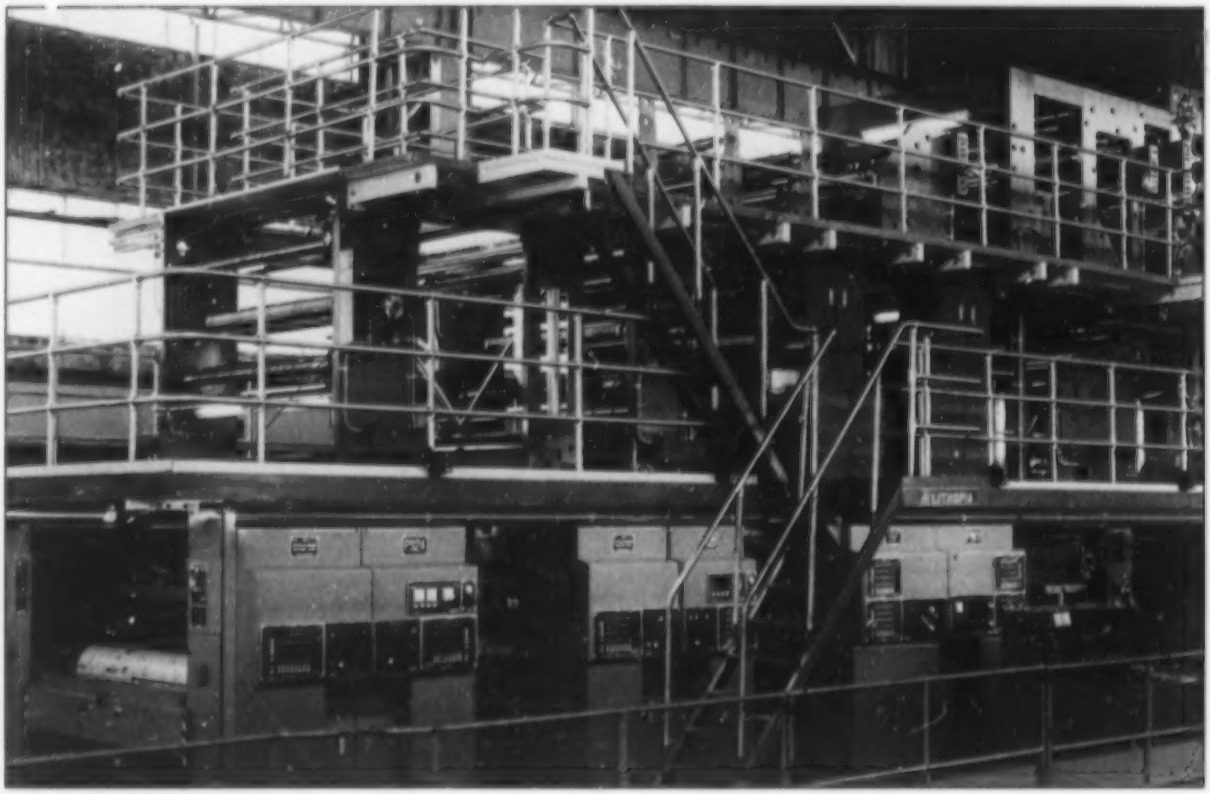

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mid-size daily. It was spurred on by its late president, J. Laurence Stackhouse, a firm believer in the benefits of technology. In 1948, Stackhouse was involved in the establishment of the ANPA Research Institute in Easton.

The Express tested a variety of equipment developed by ANPA, including an anilox inking system that was the forerunner for newspaper flexography.

The Telegraph Herald of Dubuque in the mid-1960s helped speed use of offset in daily newspapers with its purchase of a Goss double-width offset press. The company demonstrated that the process was viable for bigger publications.

"There was no break-in period at all. One day we were letterpress and the next we were offset," recalls Executive Vice President Woodward. "We were definitely guinea pigs, but we were faced with either going with an untried prototype or purchasing a letterpress press that would be out of date in less than five years," he explains.

The South Bend Tribune, under leadership of its longtime editor and publisher, Franklin D. Schurz Sr., who died earlier this year, was among the first to adopt photocomposition. It also did much of the early testing of the ANPA-Dow rapid etching process and was the first to test the W.R. Grace Letterflex plate, a more flexible and lightweight plate for letterpress presses.

COOPERATIVE WORKERS. Regardless of the size of the pioneering paper, executives involved say success hinges largely on cooperation of the workforce. In many cases a special agreement must be worked out with labor unions.

For example, the Providence dailies have tested Atex systems, Camex Breeze composition terminals and other equipment after agreeing with its various unions that no one would lose a job because of automation or computerization, says DeHimer.

Other newspaper executives say they have made similar labor arrangements.

However, many newspapers that have engaged in testing programs have no unions and have been relatively free to carry out production changes as they see fit. That is a major reason many technological innovations have flowed from smaller to larger newspapers, publishers say.

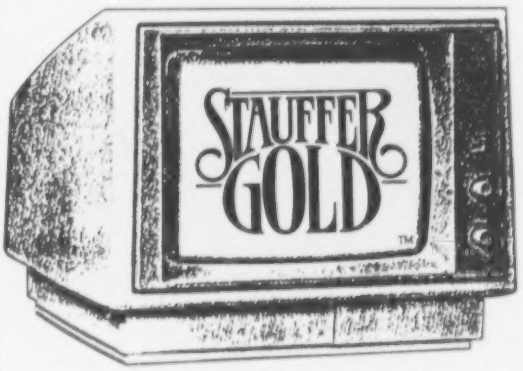
Regardless of whether unions are involved, executives agree that it would be very hard to introduce new technology without employees' enthusiastic cooperation.

Wentworth of Florida Today says the resistance he encountered during early VDT testing came partly from staff members who were miffed at having to learn new equipment. "Computers can be a little intimidating, but once people began using them, seeing what they could do, there was less resistance," he says.

Not everyone, however, wants to be a pioneer. Some newspaper executives say they have policies that their papers would not be the first to try any untested equipment or process.

Wentworth speaks for the other school. "You can't do that," he says. "While you're waiting for something to be perfected, the next stage will come along and you won't know anything about the first stage."

Adds DeHimer of Providence: "I'm not saying we've never run a little late (on the press run as a result of testing), but the benefits have been substantial. It keeps us looking for ways to improve." □



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TRAINING TAKES ON A MORE VITAL ROLE

Newspapers of all sizes are sending more employees to seminars and workshops to acquire new skills

BY CLARK NEWSOM
presstime labor writer

In January 1980, a presstime report assessing the decade then beginning predicted that employee training in the newspaper business was likely to increase significantly during the 1980s for two reasons. First, the business would continue to change, and second, more efficient use of human resources would be required to meet increased competition in the media marketplace.

Those predictions have come true.

"We're turning up the fire," says Rob Reed, director of training for Knight-Ridder Inc. "The demand continues to grow." In fact, training has grown to such an extent that some of the larger newspaper companies are now marketing training programs to other papers. (See story, p. 25.)

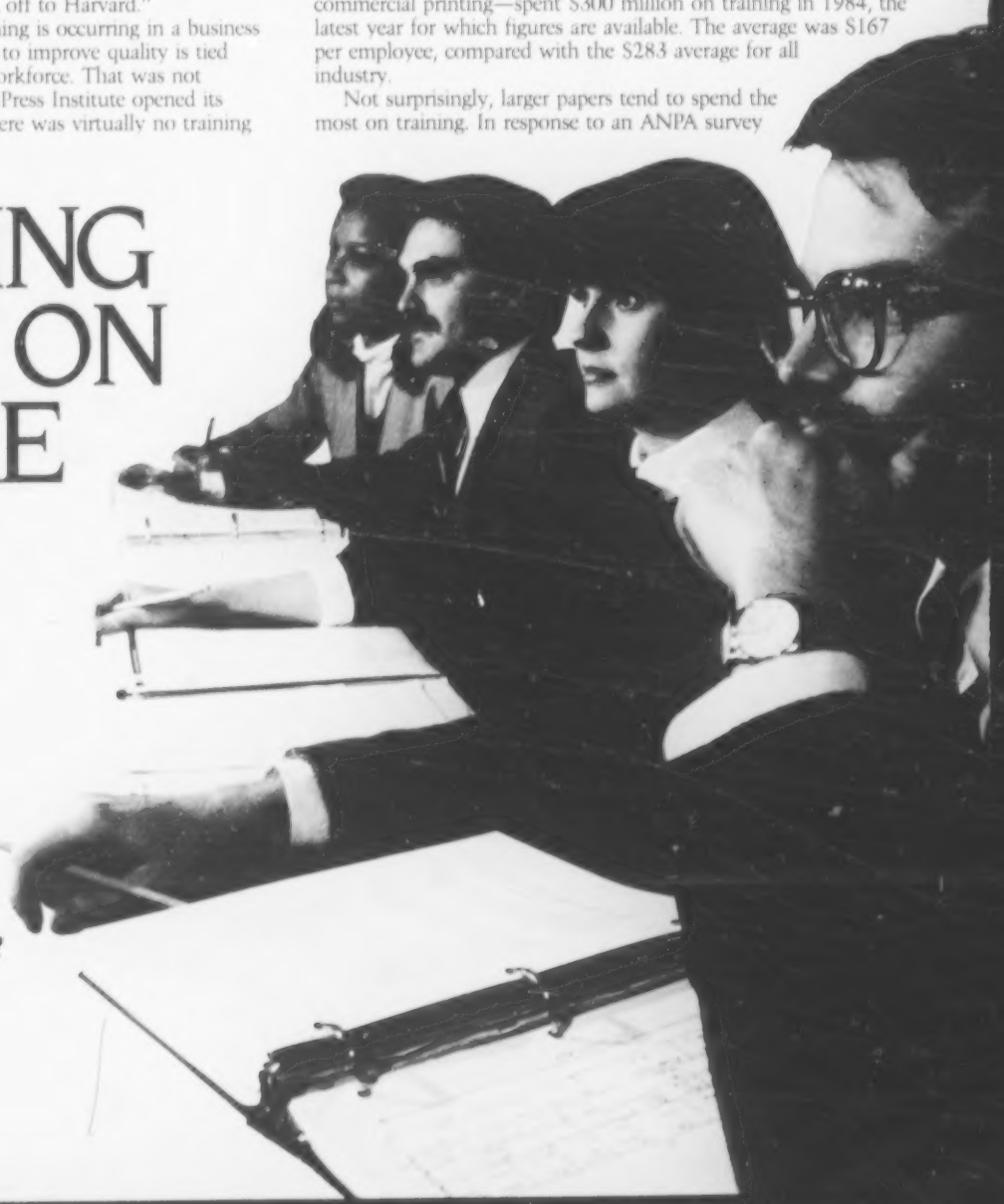
"Training spans an incredibly broad area," observes Edward N. Baron, director of training and development for Gannett Co. in Arlington, Va. "It's anything that improves job performance. Sometimes it's as simple as coaching between manager and employee. Sometimes it means going off to Harvard."

Whichever direction it takes, training is occurring in a business that increasingly recognizes its effort to improve quality is tied directly to attaining a well-trained workforce. That was not always the case. Until the American Press Institute opened its doors in New York City in 1946, there was virtually no training of newspaper personnel conducted outside the plant.

"Newspapers were not among the leaders in training and developing people," says Sam S. McKeel, publisher and chairman of Philadelphia Newspapers Inc. "We didn't develop people the way we should for their own benefit and the benefit of our own individual newspapers. We simply hired people and put them to work." But now, he says, "We've developed into a major industry with more opportunities for professionals to develop. It's a new day in working with people."

That "new day" has made training itself a big business. U.S. companies spend about $30 billion annually on formal employee training, according to the American Society for Training and Development, which represents some 50,000 professionals in the field. Although figures for newspapers are not available, Anthony P. Carnevale, ASTD's chief economist and vice president for national affairs, says the U.S. printing and publishing industry—including newspaper, magazine and book publishing and commercial printing—spent $300 million on training in 1984, the latest year for which figures are available. The average was $167 per employee, compared with the $283 average for all industry.

Not surprisingly, larger papers tend to spend the most on training. In response to an ANPA survey



of member newspapers earlier this year, 67 percent of the 70 respondents with circulations above 100,000 said they budgeted in excess of $25,000 a year for training activities, with 19 of those setting aside more than $100,000 and five more than $250,000. Of the 100 respondents with less than 25,000 circulation, 42 percent budgeted less than $5,000.

Yet a sizable number of small papers, too, are putting more of their resources into training. "We're a small company, but we spend about $60,000 a year on training activities," says Charles A. Lyons, president of Chesapeake Publishing Corp. in Easton, Md., publisher of the 12,044-circulation daily Star-Democrat of Easton and 20 weekly and semiweekly community newspapers. "In tough economic times, historically, the first cuts were in training," Lyons says. "Now there is more commitment to preserve that role than there has been before."

One reflection of the splurge in training is the registration figures for the various out-of-plant programs. At API, for example, registration now averages about 1,200 a year compared with 850 in the early 1980s. And at ANPA, where the number of seminars and workshop sessions has increased from 40 in 1980 to 58 planned for 1988, the number of registrants has grown from less than 800 to just over 1,000 this year.

Phillip Musser, Morris Communications Corp.

Morris Communications Corp.'s Beauchamp (standing, right) and Bruce Metts, Morris' tax manager, lead discussion in seminar for accounting personnel.

Reasons for the increases are many, but chief among them is the recognition that training is tied to enhanced productivity.

"We need to help people become proficient as soon as possible, because the expectations of people coming into the industry today are high," says Knight-Ridder's Reed. "We keep selecting people who are more and more attracted to achievement. After tremendous capital outlays during the past couple of years, the human element has to be supported."

The greatest emphasis is on supervisory training, and it's by no means limited to the larger papers. "I'm getting more calls from smaller newspapers that see they need to develop managers," says Sara Brown, president of Sara Brown & Associates of Washington, D.C., a consulting service on management development and human resources. Newspapers "are interested in going beyond skills training. They see they need to do a better job in coaching their staffs," says Brown, a former newspaper executive and one-time president of the Newspaper Personnel Relations Association.

The range of today's training programs covers nearly every job to be found in a newspaper plant, from strategic planning for top executives to technical skills for craftsmen. It embodies newer concerns such as how to handle the AIDS threat in the workplace to more prosaic ones such as how to improve skills of garage mechanics. But, according to results of the ANPA survey, most newspapers currently are stressing advertising and circulation sales training. Other areas receiving high priority are writing skills, career development, time management and customer service.

Training experts believe the emphasis on sales training will continue in the near future. "We'll still be looking at selling skills," says Clifford C. Hebard, training manager for the Syracuse Herald-Journal and The Post-Standard. Another training specialist, Stirling S. Rasmussen of The Washington Post, says, "We'll continue to focus on the advertising sales representative as a 'marketing advisor' for the customer."

The explosion in training programs at newspapers has sparked rapid growth in the ranks of people responsible for them. The number of full-time, in-house training and development managers in the newspaper business has jumped from 30 to 50 in the past three years [presstime, Nov. 1984, p. 26], and that's only part of the story. There are also hundreds of newspaper employees—including writing coaches and sales trainers—who devote part of their time to training in specific areas. (See story, p. 62.)

The trend is for trainers to become internal consultants, says Rasmussen, manager of organization development and training at the Post. "It used to be: 'Tell me what you need, and I'll put it together.'" Nowadays, he says, trainers do not just put on classes; they get involved in the working relationships between departments.

The burgeoning newspaper-training field is not without problems, however. A continuing one is finding the time in such a labor-intensive business to send key employees to outside training sessions whose special programs aren't available in-plant. This is a particular challenge for smaller papers with limited work forces. One answer is to schedule such sessions on weekends. The Mid-America Press Institute in Carbondale, Ill., which offers editorial training to its more than 100 member newspapers, has used such a schedule with success.

Another problem is an ongoing one of structuring training programs that address concerns and offer solutions that are relevant to an ever-changing work environment.

Although some trainees occasionally raise the question of relevancy, ANPA Manager/Training Services Stephen E. Palmedo says such criticism is rare because of the unusual willingness newspaper people have to discuss in a workshop setting the problems they have faced. "Not all industries are willing to share information the way the newspaper industry does," he says.

TRAINING NEW MANAGERS. The need for training is particularly acute, experts say, for individuals who suddenly gain supervisory status. Most such training is done in-house, but many papers take advantage of outside resources to complement their staff efforts.

"We give training to everybody who supervises anybody," says Don P. Campbell, publisher of The Columbian in Vancouver, Wash.

Another mid-size paper, the Binghamton (N.Y.) Press & Sun-Bulletin, started an in-plant supervisory training program in 1984

"After tremendous capital outlays during the past couple of years, the human element has to be supported."

Rob Reed
Knight-Ridder Inc.

called "Managing for Excellence." It is attended by all new supervisors and potential supervisors, usually a group of 15 to 16 people. The 12 sessions, completed during a three-month period, run from two to eight hours each. A session on affirmative action, for example, is two hours, while one on interviewing and selecting new hires lasts all day. "It helps people new to management know what management is about," says Director of Employee Relations Dorothy M. Petrulis. "They learn the newspaper's policies and procedures." Petrulis says she budgets $4,000 for the program, which is conducted by herself and department heads.

The 90 dailies in the Gannett group, of which the Binghamton paper is one, have a large resource of training material available from corporate headquarters. The company's training and development library has more than 800 films, videotapes, books and slide programs. Training director Baron also subscribes to an electronic database service that provides up-to-date information on training programs.

Ottaway Newspapers Inc., the Dow Jones & Co. subsidiary that publishes 22 small and mid-size dailies, trains an average of 225 managerial employees a year at the company's conference center in Campbell Hall, N.Y. About 12 seminars a year are held, with three or four for newsroom managers and the rest for circulation, advertising, production and business office managers.

Vice President/News Avrom N. Romm, who oversees the seminars, says, "We expect each newspaper to have a training supervisor," such as a city editor charged with overseeing the training of reporters.

Two other newspaper companies that are getting into supervisory training in a big way are Lee Enterprises Inc. and Morris Communications Corp.

Lee, which has 18 dailies, this year reorganized its corporate Human Resources Department to place greater emphasis on training and appointed its first corporate director of training and development. "Much of our effort focuses on enhancing people's skills to cope with the changing marketplace and technology," says Floyd Whellan, vice president of human resources for the Davenport, Iowa-based group.

At the request of its publishers, Lee has developed a new supervisory training program called STAR (Supervisor Training and Review). It is conducted a half day a week over 10 weeks. This is in addition to Lee's other in-house acronymic programs called LEAP (Lee Executive Advertising Program) and MORE (Meeting Our Readers' Expectations).

At Morris Communications of Augusta, Ga., owner of 14 dailies, supervisory training became a higher priority after the hiring in 1985 of William I. Beauchamp as its first corporate training director. "We will be adding a major, company-wide supervisory program now that we have completed our basic mid-level and upper management programs," says Beauchamp. As at Lee, the in-house programs were developed on recommendations from each newspaper.

For Many Newsrooms, Training Comes on the Job

BY JACQUELINE L. ADAMS

Editors know something young journalism graduates don't know: A reporter really begins to learn the craft the first day on the first job. Before that, it's all just practice.

And not enough practice, some professionals complain.

"We just accept the idea that they won't be able to write very well," Arlin Albrecht says of new journalism grads. Albrecht is co-owner of two small dailies and 11 weeklies.

Roy W. Anderson, ANPA vice president/human resources, says newspaper people "expect reporters to come in from journalism schools with all the training in the world—but the real world is different."

Adams is city editor of The Daily Inter Lake in Kalispell, Mont. This article is based on a report she prepared while a graduate student at the University of Minnesota, where she received a master's degree in journalism and mass communications last July.

If that is so, it would seem to make sense for small papers to invest some time in training young reporters. But with limited staffs responsible for getting the paper out each day, training is sometimes regarded as a "frill" and is often ignored.

"Overall, smaller newspapers don't have any formal training programs," says Anderson.

In their new book, *Managing Media Organizations*, professors John Lavine and Daniel Wackman of the University of Minnesota say the most important training is that conducted by managers on a day-to-day basis, usually in the form of one-on-one coaching.

At such a suggestion, the harried managing editor of a small newspaper is likely to groan, "Fine, but when am I supposed to do this?"

Although not all managers are in accord about the advantages and economics of training, they agree that it cannot be done without a financial commitment. Calling it "a management problem that's basic to a newspaper's priorities," Lee Stinnett, executive director of the American Society of Newspaper Editors, says there is "plenty of profit in the newspaper business" to support training—even on smaller papers.

Albrecht says it's not quite that easy.

At his Red Wing (Minn.) Independent Eagle—long considered a top-notch training ground for young reporters—"We have committed the resource to have an adequate news staff (in terms of size) so that editors can take the time to train," he says.

But, he adds, "it's a distinct economic sacrifice for us" to maintain that size—11 newsroom staffers for an 8,593-circulation paper. "If we were part of a large group, we wouldn't have that luxury. Profit would come first."

The key to training at the Red Wing paper is providing time for supervisors to work with reporters during the writing and editing process each day, according to Albrecht. He says top managers at some papers may be unwilling to budget for this

TRAINING THROUGH THE RANKS. Experts say, however, that the need for training should not stop at the supervisor level.

"Newspapers are not hierarchical, with a few order givers and many order executors, with a book on how to do everything," says ANPA Chairman George W. Wilson, president of the Concord (N.H.) Monitor. "Decisions, key decisions, must be made deep within and throughout the organization if we are to be quick on our feet and coordinate so many different tasks under great time pressure.

"Not only do people have to know their jobs well and be willing to take responsibility, they have to know what others are doing and how the parts fit together. Training is the only way to make that happen quickly and correctly."

Rasmussen of The Washington Post notes, "We need basic, on-the-job training for people coming into the business."

Although the training of non-supervisors also occurs mainly in the plant, it differs from supervisory training in that it usually is conducted on the job rather than in a classroom setting. In production departments, for example, newspapers rely heavily on the suppliers to train people on new equipment.

"We've always done a pretty good job of providing training experiences off-site," says Lyons of Chesapeake Publishing. "We began placing emphasis on in-house training five years ago." Smaller newspapers, he notes, hire "a lot of people just starting out. It may take a year or two before they make a contribution, and that's when you lose them" to larger papers. The continual turnover dictates continual training, which he calls "an ongoing investment."

According to newspaper human-resources experts, one of the adverse effects of employee turnover is that it exacerbates the ongoing problem of properly communicating with customers over the telephone.

The Austin (Texas) American-Statesman is one of the many newspapers that have developed customer relations training programs for advertising and circulation employees who work the phones. "We try to show them what obstacles may get in their way" to doing a good job, says Deborah Heintschel, training and development manager.

"We're trying to come up with creative responses to the industry's most difficult problems."

Robert J. Haiman
The Poynter Institute

One of those obstacles could be poor time management. "If people can't control their time, they can't manage it," says Heintschel, who notes that the Austin daily has a time management program. The subject also is being addressed at Chesapeake Publishing where Lyons recently engaged consultant Brown for training editorial employees in time management.

Time management of a different sort is a nagging problem in all training. How, in the helter-skelter world of newspaper publishing, can precious hours or days be set aside to spring people loose to attend a training program?

"We have to find windows in production schedules to allow time for training," says David E. Brace, director of newsroom training at Ottaway Newspapers, who conducts on-site workshops tailored to the situation at the individual newspaper.

Though Often at a Considerable Inconvenience

sort of training because many of them rose through the advertising-business ranks and do not understand the needs of the news side.

Lavine, who in addition to his academic post owns four dailies and four weeklies in Wisconsin, follows his own advice about hands-on training in the newsroom.

At least once a year, he puts on a one-day seminar at each of his papers, talks to the newsroom staff as a whole and meets with each person individually.

In the individual meetings, he asks each reporter to pick some of his or her published stories, and he asks the editor also to pick a few. Lavine may choose some, too.

While the reporter looks on, Lavine edits the stories, commenting on everything from style to conceptual faults. Eventually he asks, "What would you do?" about a specific problem, thereby drawing the reporter into the editing process also.

Lavine holds separate discussions with his editors, giving them ideas for improving the work of their reporters.

Here are some of them:

- When editors assign stories, they should not simply tell the reporter what the assignment is. They should also question the reporter about the assignment to ascertain whether the reporter is ready to handle it.
- When a reporter returns from an assignment, the editor should ask him or her to summarize the story orally before writing it. Then the editor should ask for the lead only. This forces the reporter to think through the story, and it provides an opportunity to fix a faulty story before it is written.
- Reporters should be asked to edit stories they wrote for the paper a week earlier, with an eye toward finding their own writing errors. They should also read their work from a year ago to check progress and to spot bad habits.
- Reporters covering ongoing stories should furnish suggestions for follow-up articles. The reporter thus learns to think in terms of following through.

Lavine's papers also have weekly critique sessions at which emphasis is placed on what the staff did well. The editors of his four dailies critique each others' papers. And helpful articles from trade publications are circulated among the staffs.

Persistent on-the-job training programs such as Lavine's can be augmented by a variety of short courses and workshops sponsored by state and national press organizations, ASNE's Stinnett notes.

Stinnett offers another idea that combines in-house and outside-expert training: Get a college or university journalism teacher to work in the newsroom for the summer.

Most journalism schools have some faculty members with significant newsroom experience who might welcome a chance to keep their practical skills current. They could handle news assignments until deadline and spend the rest of the day coaching reporters, he suggests.

B.J. Hately, training and development manager for the Los Angeles Times, emphasizes that a few hours invested in training can have a worthwhile payoff for employee and employer alike. "Employees who are learning and growing will be more skilled, more productive and more satisfied," she says.

The time factor is what makes weekend workshops, such as those conducted by the Mid-America Press Institute and some state press associations, especially appealing to smaller newspapers.

One paper has developed an unusual weekend training program to improve teamwork: It takes place on a sailboat. The "Interpersonal Skills Lab" is a "more intensive experience than a seminar or workshop," says Fran Chapman, training manager at Gannett's Fort Myers (Fla.) News-Press, who with her husband owns the 27-foot Catalina sailboat used in the program. Chapman signs up six employees from various departments for the trips into the Gulf of Mexico. The participants crew, thus learning teamwork, and the weekend ends with a debriefing session that stresses effective communication.

Chapman is also the author of a manual called "Hit the Road to Training," which describes how a newspaper of any size can start a training program for non-supervisors and supervisors alike. Free copies can be obtained from the News-Press.

WHO ARE THE TRAINERS? In addition to in-house training, literally thousands of newspaper employees from all departments are sent each year to off-site locations for specialized training. For organizations outside the business of publishing a newspaper every day or every week, there is a constant effort to keep their training useful and relevant to those on the front lines of newspapering.

"We are constantly reviewing the programs," says ANPA's Palmedo. "The content and format evolve as new participants bring new needs to the workshops. Because the workshops are so participatory, we can adjust the program at the suggestion of the participants."

ANPA's involvement in training dates from 1964, when a committee was set up to analyze supervisory training needs in the industry. The first supervisors' workshop was held in January 1965 at the University of Chicago's Center for Continuing Education, beginning a relationship with the university that continues today.

The Association's programs are often held in conjunction with other newspaper associations. For example, Palmedo says he is working with the University of Chicago and the International Newspaper Advertising and Marketing Executives on a new management skills workshop for advertising sales managers.

Registration fees for ANPA seminars and workshops range from $300 for certain two-day sessions to $1,900 (including meals and lodging) for some weeklong programs. The "hands-on" production seminars, taught by staff members and conducted at The Newspaper Center in Reston, Va., last one week and cost $575 [presstime, Sept. 1987, p. 56]. Arthur W. Boudreau, manager/technical training, says 3,336 people have attended the seminars since 1967.

Perhaps the best-known of all newspaper training programs are conducted by the American Press Institute, which moved from New York City to Reston—next door to The Newspaper Center—in 1974. More than 20,000 people have attended about 700 API seminars in the past 41 years, and next year's schedule calls for 42 seminars and workshops, all but nine of them in Reston. (See story, p. 62.) The seminars are led by a combination of API's seven-member professional staff and guest discussion leaders from newspapers and other fields.

API began as a training center for news-editorial employees but subsequently expanded its programs into advertising, circulation and business. Registration, or tuition, fees vary from $175 for a two-and-a-half-day regional workshop to $715 for a nine-day program. A new five-day program for senior executives—built around a computerized newspaper management simulation—will be introduced next year at a higher fee of $1,500.

Looking at the institute's future, API Chairman William O. Taylor, chairman and publisher of The Boston Globe, says he sees it "retaining what has been a highly successful combination of two key components: first, seminars and other special programs for the training of journalists in all areas of newspaper operations, and second, creative thinking that identifies and helps the industry prepare to deal with key issues and needs for the future."

API's staff leadership changed over the summer, with the resignation of Director Frank Quine and the retirement of Director of Development Malcolm F. Mallette. The newly appointed director, William L. Winter, joined the staff Sept. 1. "You can look back over the past decade at the number of newspapers that have folded and look at the general belt-tightening in the industry and see very clearly that this is a most competitive period for papers of all sizes," Winter says. "With that competitive environment comes an accelerating need for sophisticated training of persons at all levels in skill areas and in management techniques."

Besides API and ANPA, outside training is offered by numerous other organizations.

• The Poynter Institute For Media Studies in St. Petersburg has

API's first seminar in 1946 at Columbia University (left) for editors is in stark contrast to those held today at spacious facilities in Reston, Va.

a 1988 schedule that calls for 18 professional seminars, three more than in 1987. Attendance at the 1987 sessions is expected to reach 250 people. Founded in 1975, the institute owns a controlling interest in Times Publishing Co. of St. Petersburg, but its seminars are open to all newspapers. Tuition fees range from $525 for one-week programs to $735 for two-week programs.

Three new programs will be introduced next year. One will be on "whole journalism"—a combination of writing, editing, graphics and design. "It's obvious to us that the skills will have to overlap in the future," says Robert J. Haiman, president and managing director. Another seminar will be limited to three-person teams from six newspapers committed to a complete redesign. The other will be a four-day seminar on how the press should cover AIDS, the results of which will be published as a handbook for newspapers. "We're trying to come up with creative responses to the industry's most difficult problems," says Haiman.

• The Knight-Ridder Institute of Training in Miami, now in its 19th year, scheduled 32 seminars in 1987, up from 22 last year. Most of the seminars are open to participants from outside Knight-Ridder's 32 dailies. Registration fee for the five-day programs is $650. Training Director Reed says newsroom programs are being expanded from five to eight next year.

• The New England Newspaper Association in Salem, Mass., has directed much of its activities in this decade toward training, says Executive Director Morley L. Piper. "A lot of the programs are aimed at the working staff level rather than at the managers," he says. Last year, about 4,000 people from NENA's 92 dailies attended 60 different workshops and seminars covering all newspaper departments. "We've continued at the same pace in 1987," Piper says. The sessions are held in the states where NENA has members, and most discussion leaders come from member newspapers. Registration fees range from $50 for a one-day seminar to $150 for a three-day session.

• The Southern Newspaper Publishers Association Foundation in Atlanta scheduled 12 seminars this year and will have 15 in 1988. Like NENA, SNPA conducts seminars in its region. They cover newspaper operations and public issues. Registration fee is $100. "The trend for us is more emphasis on 'how to' type of seminars," says Executive Director Reginald E. Ivory.

• The Inland Daily Press Foundation in Park Ridge, Ill., scheduled 12 seminars in 1987, three more than in 1986. The seminars, from one to three days, cover all facets of newspapering. Registration fees range from $75 to $150. About half of the seminars are held at Inland's headquarters; others are staged in various Midwest cities.

• The Canadian Daily Newspaper Publishers Association in Toronto schedules between eight and 12 seminars a year on advertising, circulation and editorial topics and human resources management, some of them in French. Registration fees for the two- or three-day seminars range from $150 to $350.

• The Pacific Northwest Newspaper Association in Portland, Ore., conducts up to 20 workshops a year at member newspapers. The one-day sessions led by PNNA Manager Paul J. Lizundia concentrate on supervisory development but also cover time and stress management. There is no cost to the 43 dailies in the association, except travel expenses. PNNA also has cooperated with another regional organization, Allied Daily Newspapers in

Training Can Be a Revenue Source, Too

At least three newspaper companies—Gannett, Harte-Hanks Communications and Times Mirror—have training programs that are available to other newspapers via videotape.

The Gannett programs are "Opportunity Selling" for advertising personnel and "Circulation Success Strategies." They are marketed by Thompson-Mitchell & Associates, a training distributor in Atlanta. "We're recovering a small percentage of our production costs," Gannett Training Director Edward N. Baron says. When the investment was made, the company was "not thinking of selling it."

Harte-Hanks, owner of 15 dailies, is using Professional Development Resources in Dallas to market "Circulation Sales Training" and "Selling Newspaper Advertising," produced in-house with the help of training consultant Phillip D. Russell.

Times Mirror purchased Xerox Learning Systems of Stamford, Conn., in 1985 and changed the name to Learning International. According to the ANPA training survey, many newspapers are using its "Interpersonal Managing Skills" program, which is designed to provide managers with skills to motivate people. "We've put hundreds of supervisors and managers through the three-day course," says Ross A. Dixon, manager of personnel development at Southam Inc. in Toronto.

Training will continue to address "the connection between the individual's objectives and the organization's objectives."

Paul N. Pohlman
University of Chicago

Tacoma, Wash., on a two-day supervisory training program. The two organizations currently are considering merging [presstime, Sept. 1987, p. 72].

• The Mid-America Press Institute, which will mark its 20th anniversary next year, has scheduled seven seminars between October 1987 and October 1988 for editorial people. MPI has about 100 dues-paying newspaper members, about half of them with circulations of less than 15,000. "We stick to nuts and bolts," says Executive Secretary W. Manion Rice, associate professor at the School of Journalism of Southern Illinois University in Carbondale. MPI has conducted more than 75 seminars since its founding, most of them in St. Louis. The cost of the Friday-to-Sunday sessions is $50, plus annual membership of $50 to $100, depending on circulation.

Dee W. Bryant, editor of The Leaf-Chronicle of Clarksville, Tenn., says she will send five employees to MPI's next round of seminars and also will "look carefully" at SNPA's. "A newspaper has to put as much of its resources into training as possible," she says. "You have to have in-house training, but outside training is crucial. You have to get people out of their everyday work setting . . . to talk with their peers on other publications."

• Southern Production Program Inc.'s Newspaper Production and Research Center in Oklahoma City, founded in 1967, is sometimes used on a contingency basis to teach management employees how to produce a newspaper in the event of a strike or other labor dispute. But Executive Director and General Manager James D. Stuckey says the center also is used for cross-training—for example, to give pressroom experience to a composing room foreman who has been promoted to production manager, or for an advertising manager to become better acquainted with the production process. "It's nuts and bolts and repetition," says Stuckey. "It's not as technical as ANPA." Registration fees vary from $200 for a two-day course on paste-up to $675 for a two-week course on a double-width offset press.

• The Newspaper Advertising Bureau in New York City sends specialists to about 250 newspapers a year to conduct training programs. Four months ago, NAB suspended the fees traditionally charged for its on-site workshops conducted by bureau trainers, which account for nearly 90 percent of all bureau training activities.

• The International Circulation Managers Association conducts about a dozen seminars a year in various parts of the country, with registration fees of from $125 to $300. ICMA General Manager Joseph B. Forsee says he expects circulation training programs will continue to grow.

In addition, most of the 50 state press associations are involved in workshops and seminars. Three examples are: the Oklahoma Press Association, which schedules about 15 workshops a year in the advertising, circulation and editorial areas; the Minnesota Newspaper Foundation, which sponsors or cosponsors 18 to 20 seminars ranging from skills training for non-managerial employees to general management techniques for publishers; and the Iowa Newspaper Foundation, which draws more than 200 people a year to an annual weekend seminar with concurrent sessions on advertising, circulation and news writing.

Also, a large number of college and university professors are privately engaged in various training activities at newspapers.

The costs of taking advantage of this smorgasbord of training opportunities can add up to six-figure bills for newspapers.

At the News & Record of Greensboro, N.C., for example, training programs, combined with a tuition refund plan, resulted in expenditures last year of $145,870, an increase of 10.5 percent over 1985. The 1986 expenditures amounted to $278 per full-time employee, says Personnel Director Van King.

Also last year, more than 500 employees of the Milwaukee Journal and Sentinel participated in one or more training and development programs at a cost exceeding $100,000, reports Richard A. Williams, vice president/employee relations director. He says about the same amount was budgeted for training this year.

Some people foresee rising competition among trainers for newspapers' dollars—and a Darwinian effect on some of the institutions involved in the training field. But this is a minority view. Most observers both inside and outside the newspaper business say they fully expect training programs to continue to proliferate.

MEASURING RESULTS. As newspapers channel so many dollars into in-plant and outside training, how can they be assured of getting their money's worth? It's not easy. Although some types of training can be readily measured and cost-justified, it is harder to assess the effectiveness of some other kinds.

Sales training is perhaps the easiest to measure "because you can look at performance and track (the participants) after the program," says Knight-Ridder's Reed.

Although the results of other forms of training may be harder to gauge, there are objective ways to go about it.

One device is the follow-up evaluation form. Heintschel says the one used by the Austin American-Statesman poses such questions as "What specifically in your job has the workshop helped you do better or differently?" and "What, if any, obstacles have you encountered that limited your ability to apply what you learned?" For some programs in Austin there are also two-hour follow-up meetings once a month for four months.

Another approach is to give participants before-and-after knowledge tests. However, Sandra E. Shepherd, training director for the St. Louis Post-Dispatch, cautions that "it isn't what we know but what we practice. The real test of supervisory and management training is how well the manager gets things done through and with other people on the job."

At a newspaper with unions, Shepherd says, supervisors who go through a training program can be monitored in terms of the number of grievances, arbitrations and absenteeism involving their staffs.

Or, as Lyons of Chesapeake Publishing puts it for newspapers with or without unions: "Over time you can see people resolving conflicts differently."

ANPA's Palmedo points to one difficulty in evaluating off-site training programs. "Newspapers often send their brightest people who succeed because they're bright. Do they succeed because of their brilliance or their training?"

Another difficulty is that a person returns to the newspaper

Newspaper Trainers Have Diverse Backgrounds

The 50 or so full-time trainers employed by newspapers have varied backgrounds and have taken different routes to arrive at their current positions.

If there are common threads, it is that many have teaching experience and some have psychology or sociology degrees. Otherwise, trainers seem to emerge from just about anywhere.

Eight examples:

• Edward N. Baron, director of training and development for Gannett Co., taught elementary school for three years before going into newspapering. A psychology major in college, he joined the company in 1975 as a reporter at the Niagara Gazette in Niagara Falls, N.Y., and later worked as an assistant city editor, assistant Sunday editor and on the corporate staff as a specialist in newsroom technology.

• Gerri Cordle Davis, who was a trainer at The Orlando Sentinel before becoming vice president/human resources, taught business subjects at the college level in Michigan before moving to Florida. She answered the Sentinel's blind ad for a training manager in 1978.

• Dolly King, director of organizational development at The Charlotte (N.C.) Observer, also answered a blind ad for a training position. Before being hired by the Observer in 1979, the one-time high school English teacher and adult-education specialist had received specialty training from the Washington, D.C.-based Mid-Atlantic Association for Training and Consulting.

• Deborah Heintschel, training and development manager at the Austin (Texas) American-Statesman, has no background in teaching, but like Gannett's Baron she has a degree in psychology. She started working at the newspaper 10 years ago in the classified advertising department and was telephone sales manager before moving into training in 1983.

• Rob Reed, director of training for Knight-Ridder Inc., had his own newspaper consulting and training firm before joining the company in 1983. Before that, he was program coordinator with the Division of Management Education at the University of Michigan. He was on the English faculty at Eastern Michigan University for six years.

• B.J. Hateley was director of staff training and professional development at the University of Southern California before joining the Los Angeles Times in 1986 as training and development manager. With a degree in sociology and working toward a doctorate in social ethics, she is a part-time faculty member at USC's gerontology center.

• Fran Chapman, training manager at the Fort Myers (Fla.) News-Press, joined the paper in 1981 as training coordinator. Before that, she taught adult education at a vocational school in Lee County, Fla., and worked with a consulting firm specializing in training and organizational development.

• Stirling S. Rasmussen, manager of organization development and training at The Washington Post, has an academic background in international relations. He started at the Post in 1980, moving there from the federal government where he worked as a training specialist.

with some new techniques but has trouble implementing them because colleagues don't share the enthusiasm. "Make haste slowly" is common advice trainers have for those returning to their newspapers. "It can be like going to a religious retreat and then returning to the real world," says Mary Anne Pikrone, state editor of The Richmond (Va.) News Leader.

Palmedo says one way to overcome this problem is for the people who get trained to send their deputies to the training program.

Regarding seminar format and content, there are occasional grumbles that participation in discussions is inhibited. "The format in many programs is one-way communication," says Michael H. Maharry, metro editor of The Ann Arbor (Mich.) News. Some seminars "tend to be more of an exercise in ego gratification for the speaker."

But responses to follow-up questionnaires indicate general satisfaction with the programs and the benefits received. And as pointed out by Gerri Cordle Davis, vice president/human resources at The Orlando Sentinel, if training was not effective, newspapers would not be insisting on an even wider assortment of seminars and workshops.

OUTLOOK. Davis and others predict that the steady growth of newspaper training will continue indefinitely. Training will have "an increasing impact on all areas of the newspaper," Davis says. "Every year there is something new. Last year it was training on exposure to toxic substances. This year it's training on how to deal with AIDS in the workplace."

Reed says Knight-Ridder is gearing up for the future by creating an "executive development center" for the company's division heads and general managers. Scheduled to open next year in Miami, the center will operate "a 10-to-12 day program—a graduate division, if you will—not to take the place of API and other organizations but to supplement those efforts," he says.

In the 1990s, Reed predicts, "there will be a strong need for training in problem-solving and decision-making." As an example, he cites "project management" such as anticipating major capital investments.

Training is also a way to move minorities into management positions, and Palmedo says there will be greater activity in this area. Last summer, the Los Angeles Times graduated its first class of 27 minority and female employees from The Times Summer Management Institute, a new project "to develop the company's future leaders," says the Times' Hateley. The two-week program, with a yearlong follow-up, covered leadership, goal-setting, team-building, career planning and other topics relevant to professional development.

"We're in the process of forming a full corporate college this fall for employees at all levels," Hateley adds. "Our theme is 'Create Your Own Future.'"

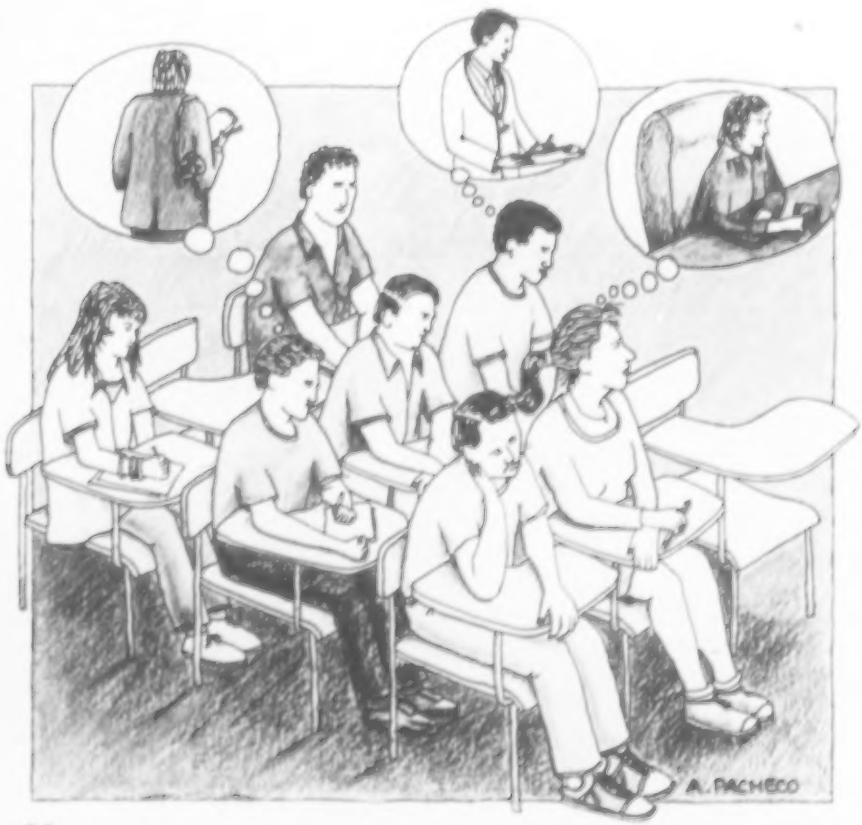
Training procedures will change, too, as technology evolves. Curtis E. Plott, executive vice president of the American Society for Training and Development, says "there will be more computer-based learning" and more use of "interactive audio-video," which are cost-effective because they do not require an instructor.

Yet even as training reaches out in new directions, it will continue to deal with an "old theme," says Paul N. Pohlman, director of management development programs at the University of Chicago, who has conducted management workshops for ANPA and other newspaper organizations for 15 years. "That theme is the connection between the individual's objectives and the organization's objectives. The manager has to manage that balance." □

Tough Times May Be Ahead For Attracting Top J-Students

Some educators believe competition for the best and brightest will increase, and possibly result in loss of enrollment to other academic disciplines

BY MARY A. ANDERSON
presstime staff writer



The last of the baby boomers have graduated from college. The "baby bust" is at hand. And journalism schools are having to compete as never before for quality students.

Many journalism educators are expressing a concern about the potential long-range effects of this demographic shift—for journalism schools and for newspaper newsrooms. But so far, the educators say they have not detected any drop in quality among their students. In fact, some say quality is higher than ever.

"It's my opinion we are getting even better students than we have gotten in previous years," says Neale Copple, dean of the College of Journalism at the University of Nebraska-Lincoln. "We are getting more than our share of the bright and good ones, and it continues to happen."

Nationally, according to The Dow Jones Newspaper Fund, newspapers draw 85 percent of their entry-level newsroom hires from the news-editorial sequences of journalism schools. But recently the percentage of those news-ed majors has been decreasing in relation to other sequences at U.S. journalism schools.

Although that's not the case at Nebraska, Copple is among many journalism educators who expect trouble ahead given the projections of a diminishing pool of college-age young people and poor starting salaries at newspapers.

"I think [newspapers] ought to be alarmed" that they may have trouble recruiting top prospects, he says.

At the University of North Carolina-Chapel Hill, the number of newspaper newsroom-oriented students has been holding steady, but journalism Dean Richard R. Cole warns, "I think the numbers are going to shrink unless [newspapers] change their image." To that end, newspaper editors have been visiting his school "in droves" in an effort to improve their image among top students.

Billy I. Ross, chairman of mass communications at Texas Tech University, says newspapers need "a more positive image." The current image is diverting some of his "sharper students" into public relations. "They look at PR as a middle-of-the-road career that's not all writing, not all advertising, that has a little more glamour to it, that has a little more money to it."

Taking a long view of the situation, Gerald C. Stone, a journalism professor at Memphis State University, says, "The crest the newspaper industry has been riding for the past five years—sometimes getting 50 to 100 resumes for every job opening—is going to end."

Professor Paul V. Peterson of Ohio State University, whose annual survey tracks en-

A QUARTERLY REPORT TO NEWSPAPERS

AD STATUS

4TH QUARTER 1987

The AD/SAT network now has 109 newspapers on line.

On October 15, a test facsimile transmission to The Sarasota Herald-Tribune, The Spartanburg Herald-Journal and The New York Daily News is scheduled to complete the installation of the entire AD/SAT network for 1987.

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On Thursday, August 13, there were no blizzards to worry about. What Chicago got, however, was a "hundred year" rain, as over nine inches fell in 24 hours. O'Hare Airport became an island for several days. It was seemingly impossible to get advertising material into the city.

Undaunted by the forces of nature, AD/SAT routinely transmitted ads for Lord & Taylor and Bonwit Teller to The Chicago Tribune as the rains prevented ordinary delivery methods.

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One of the most frequently asked questions about the AD/SAT network is how the company is marketing itself to agencies and advertisers.

AD/SAT has two executives directly responsible for sales and marketing: Dave Farren, Director of Marketing; and Dick Evans, National Sales Manager.

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To promote these efforts, AD/SAT publishes a monthly newspaper, "ORBIT," which goes to approximately 1,000 people at agencies, advertisers and newspapers, and creates further awareness of the AD/SAT network.

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AD/SAT also employs a New York public relations firm, Saga Communications, to exploit exposure opportunities among advertising decision-makers.

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rollments in schools of journalism and mass communications, notes that degrees in news-editorial have dropped from 25 percent of all journalism degrees in 1984 to 20.8 percent last year. Peterson predicts a further decline in that percentage over the next few years, as the number of news-editorial majors remains stable while advertising and public relations enrollments continue to rise.

Another annual survey suggests that once they graduate, news-editorial majors in increasing numbers may be bypassing newspapers. The Dow Jones Newspaper Fund found that in 1986 there were 1.5 graduates seeking every available newspaper or wire service job, compared with 2.5 graduates for every such job two years earlier. The most recent survey also showed there were two 1986 graduates for each job offered in broadcasting, and 2.5 per job in public relations and advertising. [**presstime**, May 1987, p. 74]

A QUESTION OF QUALITY. Those numbers say nothing, however, about the quality of those students. While journalism deans and other faculty profess satisfaction with their news-editorial students, no national study has isolated them for comparison with the rest of the student body.

The only national study that attempts to do this by using Scholastic Aptitude Test scores still falls short because it measures students who only "intend" to major in communications rather than those who actually are in that major, and it does not differentiate among the various sequences under communications, such as news-editorial, film, broadcasting and others.

The most recent such study by The College Board's Admissions Testing Program found that the mean SAT score of 1985 high school seniors intending to major in "communications" in college was 906—exactly equal to the mean for all college-bound seniors and below the averages for students interested in many other professional majors or the liberal arts and sciences.

This, of course, is not the case at all schools. At the University of Illinois, for example, journalism students come third only to engineering and business majors, says James W. Carey, dean of the College of Communications.

To maintain high quality, Carey advocates tightened admissions standards even if news-editorial enrollments decline. "People won't think you're good until you think you're good," he told a gathering of journalists and educators last February. Even assuming a journalism school is attracting top students, however, there is no guarantee that they will find their way to newspaper newsrooms.

> *"I think newspapers ought to be alarmed" that they may have trouble recruiting top prospects.*

Journalism educators are seeing "growing student rejection of news-editorial studies and career choices based on what may be students' inaccurate or unrealistic perceptions," according to a study led by Raleigh C. Mann, associate professor of journalism at the University of North Carolina.

Mann and his research team last spring surveyed 790 new communications and journalism students at five universities in five states. They asked the students which sequences they were most and least likely to choose, and why.

Nearly 45 percent said news-editorial was the least desirable sequence, far exceeding the negative ratings for broadcast (21.7 percent), advertising (15.4) and public relations (16).

Among those who thought news-editorial was the least desirable, the most commonly stated reason was "dislike of that work" (55.7 percent), followed by "low salaries" (40.1 percent), "lack of opportunities to use creativity" (19.4 percent), "poor working conditions" (17.7 percent), and "poor advancement opportunities" (9.3 percent).

Less than 5 percent of news-editorial students believed they were choosing a field with good pay, while more than 20 percent in the other sequences said good pay had influenced their choices. The results also showed that students believe public relations offers the best working conditions and chance for advancement, and news-editorial the worst.

The researchers plan future questionnaires to determine more precise reasons for students' vocational choices.

In a study by the Associated Press Managing Editors, 78.4 percent of journalism educators said their students "have little or no interest in newspaper careers."

Of course, warnings have been sounded for years that low wages, long hours and other image problems have hindered newspapers' recruitment on campuses.

A 1958 study by Alvin E. Austin, now professor emeritus of the University of North Dakota, gave birth to The Dow Jones Newspaper Fund after Austin cited six obstacles to recruitment: low wages, lack of long-range opportunity, lack of prestige, low status of high school journalism, bad-mouthing of the profession by those in it, and "the traditional stereotype of the hard-drinking, crime-battling star reporter."

Perhaps only the latter might be safely taken off the list today.

At Texas Tech, Ross says some newspaper representatives visiting the journalism school have practically dared students to work at newspapers. "They say, 'There are long hours, low pay and difficult working conditions.' Students say, 'That's not what I want to get into.'"

Ross and other educators interviewed by **pressstime** answered uniformly in the affirmative when asked, "If newspapers paid more, could they get better applicants?"

Median starting salaries at newspapers have increased slowly, reaching $13,900 in 1986, according to the Newspaper Fund. However, this figure is below other fields such as business, engineering and teaching. Moreover, measured in constant dollars (adjusted for inflation), starting salaries for newspaper reporters have actually declined since the mid-1960s, even as salaries for experienced reporters have risen. [**pressstime**, March 1986, p. 34]

Besides increasing their entry-level pay, newspapers can take other steps to attract talented people to the business, observers say.

One suggestion is that they use their new programs for minority recruitment as a model for recruitment across the board.

Inviting students to visit the newspaper is seen as another way to entice them into the business. MaryAnn Yodelis Smith, director of the University of Minnesota's School of Journalism and Mass Communication, says that after a trip last year to the weekly Monticello Times and the St. Cloud Daily Times, "A number of students said to me, 'This has really changed my mind about a newspaper career, because I can see that some of those small newspapers really do have high standards.'"

Bright students should be courted by the newspaper business even before they enter college, notes Rosalind G. Stark, assistant director and publications manager of ANPA Foundation. Assisted by a grant from Gannett Foundation, ANPA Foundation will publish a booklet in December designed to do just that.

Reviewing an early draft, a focus group of high school students said they wanted four-color art on every page and lots of graphics. "It has to be kind of glitzy and fast-paced, so students will see the newspaper business as an exciting business," says Stark.

Only time will tell whether such efforts will produce what editors and educators alike want: a steady stream of high-quality college graduates who choose to launch their careers in newspaper newsrooms. □

Defense Initiative

All six crewmen of the Ranger-12 chose to stay with the panicked young pilot, making his sixth attempt to land the awkward old spy plane on the USS Nimitz, brightly lit but terrifyingly small in the night waters below. But unlike the crew of the Challenger, in the news exactly one year earlier, the names of the seven dead crew members of the Ranger-12 will not be remembered by the schoolchildren of America. The public was informed of the loss in a one-paragraph statement issued by public affairs officers at the Pentagon. Not everyone considered it news.

Jim Stewart did.

Stewart, national defense reporter for Cox Newspapers' Washington Bureau, revealed the tragically human mistakes of a routine mission that had gone terribly, fatally wrong.*

In 1985, Stewart's investigative defense reporting uncovered the incompetence of the Naval Hospital's chief heart surgeon. That story led to the conviction of the surgeon and the awarding to Stewart in 1986 of the Sigma Delta Chi Distinguished Service Award for General Reporting.

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Regulating Newsracks

Four approaches have surfaced in ordinances across the country in the past decade

BY JOHN R. BENDER

In its new term that begins this month, the U.S. Supreme Court will consider whether the First Amendment limits the ways local governments may regulate newsracks.

The case involves the newsrack ordinance of Lakewood, Ohio. The Plain Dealer of Cleveland challenged the ordinance in court, and in July 1986 the 6th U.S. Circuit Court of Appeals struck down those parts of the ordinance that regulated newsracks in commercial areas [**pressetime**, June 1987, p. 78].

Lakewood demanded a $10-a-year fee, required owners of the racks to take out insurance (with the city of Lakewood named as the insured), and regulated their placement. An unusual twist was a requirement that the city's architectural review board approve the racks' designs.

The appeals court upheld Lakewood's newsrack ban in residential areas.

About a month before the Court of Appeals ruled on the Lakewood ordinance, a New Jersey court voided a similar law in Totowa.

A review of the Totowa and Lakewood cases, as well as several others reported in Media Law Reporter in the last decade, reveals four approaches to regulation that have surfaced in ordinances across the country:

- Licenses and fees
- Hold-harmless agreements and insurance requirements
- Restrictions on locations
- Limitations on clustering.

Because the First Amendment protects newspaper distribution as well as publication, cities may not ban newsracks altogether, however, they may impose reasonable restrictions on them. The four types of regulations fall far short of banning newsracks, but courts disagree as to how reasonable these restrictions are.

Different courts have ruled differently on similar regulations. The resulting confusion was one of the reasons the Supreme Court was asked to rule on the Lakewood newsrack law.

Here is a rundown on how some courts have handled each type of regulation in recent cases:

Fees and licenses. The Totowa and Lakewood ordinances both imposed annual fees of $10 per newsrack. A New Jersey court struck down Totowa's fee, but the 6th Circuit said Lakewood's fee probably was constitutional.

Part of the reason for the difference in these two decisions is the way the New Jersey court interpreted state law. A city may impose reasonable fees, but state law requires that the fees be justified by the costs of licensing, enforcement or other special circumstances, the court said. Because Totowa offered no evidence to justify the fee, the court declared it unreasonable.

Using similar reasoning, the Minnesota District Court for Hennepin County voided a Minneapolis ordinance that required the licensing of each rack and the payment of a $10 initial licensing fee and a $5-a-year renewal fee. The court said that the license and fee imposed a prior restraint.

The Minnesota court found the license as objectionable as the fee. Even without a fee, the court said, the license requirement may be unconstitutional unless the state proves it is the least restrictive way of serving "a weighty and important governmental interest."

Newspapers cannot always expect fees—even substantial fees—to be struck down by courts. In 1983, Gannett wanted to install USA Today newsracks in commuter stations operated by New York's Metropolitan Transportation Authority. The MTA said Gannett would have to pay $75 per rack or $150 per station.

Cities may not ban newsracks, but they may impose reasonable restrictions on them.

The 2nd U.S. Circuit Court of Appeals approved the hefty fees, ruling that the MTA stations are not traditional public places, like streets and sidewalks, where First Amendment activities are subject to only minimal regulation. Because of the importance of public transportation, government may use newsrack fees to subsidize passenger fares, the court said.

Insurance and hold-harmless agreements. Several communities have required owners of newsracks to carry insurance against personal injury or property damage. Some ordinances directed that the city be named as the insured or that the newsrack owner sign a hold-harmless agreement relieving the city of all liability arising from the placement of newsracks.

Totowa, Lakewood, Minneapolis and Greenwich, Conn., adopted ordinances requiring insurance for newsracks. Each was struck down by courts.

The amount of insurance required by the cities ranged from $1 million to $10,000. Some of the ordinances said the city must be named as the insured or as a coinsured party. Totowa and Lakewood told owners both to sign hold-harmless agreements with the city and to purchase insurance.

In most cases, courts struck down the insurance requirements because the cities had failed to prove they were needed. For example, the Minnesota court that ruled on the Minneapolis ordinance said the city had offered no more than a few stories of small cuts and torn clothing to justify its insurance requirement.

The federal appeals court that struck down the Lakewood ordinance noted that the city had not compelled the bus company and telephone company to carry insurance for the equipment they place on the streets. It said governments may not require those exercising First Amendment rights to carry burdens others need not bear.

Bender is a graduate teaching assistant at the Freedom of Information Center, University of Missouri.

Location. Some regulations on the placement of newsracks are generally accepted. Ordinances that prohibit placing racks next to fire hydrants or too close to crosswalks fall within the range of reasonable restrictions. Usually, newspapers work with local governments to settle any differences about where to put racks.

Sometimes, however, newsrack laws impose more onerous limitations. Whether the courts allow them to stand usually depends on the strength of the city's arguments.

One location restriction that has survived court review is Lakewood's complete ban on newsracks in residential areas. The federal appeals court upheld the ban on grounds that city officials could exercise no discretion as to what newspapers would be sold where, and that the "narrowly tailored" regulation served the government's interest in safety, sanitation, clear sidewalks and aesthetics in residential areas.

Courts have been less inclined to approve ordinances that ban newsracks within specified distances of schools, churches, parks, museums or commercial establishments without permission of the governing authority or the property owner. Ordinances adopted by Totowa, Yonkers, N.Y., and Ann Arbor, Mich., contained such provisions.

Totowa said its ordinance was necessary to regulate traffic in areas around schools, churches and parks, but the New Jersey court refused to consider this a substantial justification because the city allowed private entities, like businesses and churches, to decide whether the regulation would apply.

A Michigan court said the Ann Arbor ordinance would let property owners deny permission for the installation of newsracks on the basis of the publication's content.

A New York court that struck down the Yonkers law did not rule formally on this issue, but it did say in a footnote that the ban on newsracks near schools, parks, libraries and museums probably was invalid.

Clustering. Another type of regulation limits the number of newsracks that can be placed within a certain area. Some ordinances prohibit the placement of two or more racks selling the same issue within a specified distance of one another. Other ordinances limit the number of racks that may be placed at one location or on a single block.

The court that struck down the Totowa ordinance noted that the city traffic engineer could offer no justification for the rule, and in Greenwich the court said there was no safety rationale for it. The court decisions on the Lakewood and Yonkers ordinances did not mention this issue specifically.

One ordinance on the clustering of newsracks that has survived a court challenge is in Glendale, Calif. It limits newsracks to eight at any one location and 16 on each side of a block. The ordinance employs a system for assigning priorities to newspapers wishing to place racks on the streets. The highest priority goes to those newspapers that are published most frequently and circulated most widely in Los Angeles County.

Some cities see newsracks as a nuisance but also as a revenue source.

Summing up, the Supreme Court's decision in the Lakewood case may bring some uniformity to the area of newsrack regulation by clarifying which kinds of regulations are permissible and under what circumstances. But the decision probably won't be the last word on newsrack ordinances.

Some city officials, moved by the complaints of visual clutter or a loss of business by local merchants, regard newsracks as nuisances to be regulated. They also look on them as a new source of revenue.

For newspapers, single-copy sales, of which newsrack sales are an important part, account for about 20 percent of total circulation. Some people in the newspaper business say single-copy sales eventually could account for a third of total circulation as readers become more mobile and less inclined to read a newspaper every day.

Given these opposing forces—the political and financial needs of local officials and the changing nature of newspaper circulation—the decision on the Lakewood ordinance may set the tone for future newsrack litigation, but it won't settle the conflict. □

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Poor Headlines, Cutlines and Leads Can Spook Fickle Readers

BY JOHN GINN

Winning the loyalty of many fickle readers can be a matter of removing some obstacles from our news columns.

Such fickle readers seem to be an important cause of subscriber churn, an expensive and frustrating headache at most newspapers. Many of us must sell enough subscriptions each year to equal half or more of our total circulation just to maintain existing subscriber levels. A series of focus-group sessions with subscribers who quit suggests news column obstacles are an important cause of subscriber churn.

Many of these fickle readers seem to approach the newspaper-reading experience with a mind-set unlike yours and mine. We and many of our most loyal readers are news junkies. We are eager to read the paper. We begrudge interruptions. We have important, unmet needs when we cannot spend 30 minutes to an hour or more getting our newspaper fix.

Not so the fickle, fragile reader. These men and women seem to pick up the newspaper poised to quit. Given slight encouragement—usually in the form of an obstacle—they do quit. And when they frequently quit early in the reading process, they begin to conclude that they don't have time to read the paper. Or that it costs too much. So they cancel their subscriptions.

The focus groups we conducted with subscribers who quit the Anderson Independent-Mail pointed to three elements of the newspaper that are most likely to harbor churn-producing obstacles. Not surprisingly, those elements were headlines, cutlines and story leads.

Headlines were villains when the fickle reader concluded they were in any way misleading. "I don't want to be tricked or toyed with," one focus group participant said. "Just give me the information in the headline and don't play games with me," he said.

This fairly common complaint from our sessions has blunted my longstanding enthusiasm for teaser headlines on certain feature stories. And it has made me more sensitive to those instances where a page design calls for a one-column, 36-point headline that precludes a clear statement of the story's essence. When such layouts prompt the risk of adding to reader churn, I get eager to explore less risky layout schemes.

Several of these focus-group participants pointed to incompleteness as a common headline obstacle. I found myself very inclined to resist this idea. For 30 years, it has been my view that a headline needs to capture the main idea of a story, and that other important ideas could appear unannounced as the story unfolded. Several of these fickle readers disagreed with that notion. "I look at headlines to learn what kind of stuff is written about in the story," one man explained. "And when I'm surprised by important parts of a story that aren't covered by the headline, I figure you're trying to fool me. I don't like that. Besides, I wonder what you may have caused me to miss with other incomplete headlines on stories I didn't read."

These fragile-reader sentiments seem to me to argue for more multiline heads and more uses of decks than most of our newspapers typically use. And sometimes they may even argue for having two stories and thus two headlines when we might otherwise be tempted to forge two related topics into one piece.

This exploration of headlines led to another discovery that surprised me. I have long presumed that all readers use headlines just as you and I do—to determine whether we want to read the story under the head. However, there are some less news-hungry readers who on a given day are satisfied simply with the information they receive from reading headlines. Some such people tell us there are days when they read all or most of the heads in a paper without reading any stories.

That information jolted me. At first, I was offended. What right does a reader have to ignore all of our stories and just read the headlines? But a less emotional look at that question led me to the obvious answer: He has a right to do as he pleases once he plunks down his subscription money or single-copy price. That led me to wonder whether it might not be useful occasionally to read through all the heads in your newspaper without reading any stories, asking yourself, "Would a reader get a fair and accurate view of the day's news report just from reading these heads?" If you're tempted to answer "No," you may want to put additional emphasis on more complete heads in your paper.

John Ginn

The fragile readers in our focus groups pointed to photo cutlines as the greatest source of obstacles in our newspaper.

The fragile readers in our focus groups pointed to photo cutlines as the greatest source of obstacles in our newspaper.

One type involves the assumption that when the reader reads a cutline, he or she already has read the story. "I almost always look at the pictures and read the words under them before I read a story that goes with it," one focus-group member said. "A lot of those words don't make sense unless you've read the story first," she said.

She had brought some examples to prove her point. You likely can find such in your own paper. They included very widespread practices such as using a person's last name

Ginn is publisher of the Anderson (S.C.) Independent-Mail. This article originally appeared in Editorial Focus, a publication for the news staffs of Harte-Hanks Newspapers.

only under a photo or mug shot, making reference to "the fire" or "the crash" without adequate explanation, and putting some quote under a mug-shot name line that makes little sense until you read the story. Keep in mind that some of your fragile readers may be encouraged to stop subscribing because of these practices.

Another type of obstacle in cutlines involved what one reader called "irrational time elements." While she was an English teacher and could speak more articulately than others on this point, a significant number of focus-group participants called our attention to this obstacle. As the English teacher put it, "You typically begin one of these cutlines with a present-tense sentence. That's fine. You are describing the action captured in the photograph, and it seems reasonable to state that, 'Fireman John Jones battles the fire that struck the hospital.' However, it doesn't seem reasonable to say, 'Jones battles fire Friday.' That's incongruous to have the present tense verb and the past tense information presented as an adverb."

She went on to suggest that the time element be moved to a subsequent sentence in such captions, where it is common practice to use past tense.

Other focus-group participants were more inclined to point to this time-element factor with comments like, "This sounds funny." But it seemed clear that to many fragile readers, captions with "irrational time elements" are an obstacle.

There was one type of obstacle identified that seemed to crop up both in cutlines and story leads. At first I thought these focus-group participants were talking about this obstacle being wordiness, because they pointed out examples where sentences contained 30 or more words. But there were equally wordy sentences in other cutlines and story leads with which they said they had no problem.

The difference seemed to be the number of ideas contained in a sentence. When a cutline or story sentence contained only a few closely related ideas, there seemed to be no obstacle, even if 35 or 40 words were used. But this kind of cutline sentence clearly was considered an obstacle:

"Heptathlon winner Jackie Joyner-Kersee, left, gets words of comfort from her coach-husband Bob Kersee after a poor performance in the javelin which prevented her from a world record in the heptathlon during the USA-Mobil Outdoor Track and Field Championships in San Jose, Calif., Wednesday afternoon, when she still produced the third-highest point total in heptathlon history with 6,979 points."

The six or seven ideas presented here seem even more of a burden than the 60 or so words cluttering the sentence.

One other kind of obstacle was called to our attention often. This one is no surprise, and it can occur in headlines, cutlines or stories. It involves what I have come to call blatant inaccuracy. "When I see something I know is wrong, that's a big turnoff for me," said one focus-group participant. "I usually put down the paper and go do something else then. I'm not sure why, but that's what I do." Spelling errors, incorrect street names and headlines that disagree with stories were the most common, blatant inaccuracies cited.

There is no surprise in the fact that inaccuracy is very undesirable. We fight it all the time. But it had not occurred to me that inaccuracies—even relatively minor ones—can be so expensive that they distinctly contribute to decisions to cancel subscriptions.

I came away from this series of focus groups convinced that the clues picked up there represent some opportunities for us to lessen the burden of subscriber churn. Most of these obstacles can be eliminated with fairly simple effort and ideas. You likely can come up with a number of ways to avoid most such obstacles. Some that occur to me include:

- Strive to design and write headlines that clearly state all of the important ideas in the story. Use multiline heads and decks if needed.
- Be inclined to break longer, complex stories into several shorter, easier-to-grasp pieces.
- Write cutlines so they make sense to someone who has not read the story (and has not read the cutline for any other photo in the layout).
- In most instances, omit the time element from the opening, present-tense sentence of a cutline. Put it in a subsequent, past-tense sentence.
- Write cutline and story sentences so that they involve only a few closely related ideas. Simple declarative sentences are nice, too.
- Be extremely diligent in eliminating errors—even minor ones. An especially useful approach can be to take this point of view: "I know there are some errors here. I wonder how many of them I can find and eliminate."

Maybe the most useful idea from the focus-group sessions with fickle, fragile readers is to keep in mind that an important group of readers—and a group that contributes greatly to subscriber churn—uses the newspaper differently from us and our most loyal readers. Our goals need to include publishing editions that help them have satisfactory newspaper experiences, even as we continue our efforts to tend to the needs of us news junkies. □

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Thom Greer

Veteran sportswriter tackles job of m.e. in Cleveland

BY GENE GOLTZ
presstime staff writer

Someone once told Thomas H. Greer that a good black sports writer could write his own ticket in the newspaper business. Greer became a good black sports writer, but he says along the way he learned a profound lesson: "Nobody writes his own ticket if he can't get the job done."

During most of his first 22 years in newspapering, Greer stuck to making his mark as a sports writer, sports editor and sports columnist. But in August 1986, he was promoted from sports editor to managing editor of The Plain Dealer in Cleveland, where he is responsible for the day-to-day news operation and guides a staff of about 325 reporters, editors, clerks and secretaries.

It was quite a jump from his first love, sports, where he had supervised about 40 people. But after three years as a sports editor, he says his horizons enlarged; he "matured a little" and developed an appreciation for the entire news product. Nevertheless, on his managing editor's desk today, he displays a baseball and a miniature football mounted on pedestals.

Those who know him say they never doubted Greer's ability to get the job done in any position.

"Thom had proven himself not only as a reporter but as an editor in sports to be a well-rounded and thorough newsman," says David L. Hopcraft, former executive editor of The Plain Dealer and the person who promoted Greer to m.e.

Born in Nashville, Greer spent much of his youth in New Jersey, then returned to the South to attend college. In 1963, he graduated from Dillard University in New Orleans, having majored in history.

He worked at various jobs before taking a job in 1965 as a suburban reporter for the Trenton Times. He made it known that he wanted to cover sports, and about a year later his wish came true.

An unexpected vacancy occurred, and Greer was assigned to follow the Philadelphia Eagles, thus becoming one of the first black reporters to cover professional sports. When he covered his first Super Bowl in 1971, he was the only black reporter present.

Greer left Trenton for The Plain Dealer in 1973, convinced that to reach the top as a sports writer he would have to work at a major metropolitan newspaper. Because there was no opening in sports at the time, he accepted a position as a suburban reporter with the understanding that he would be reassigned to cover the Cleveland Browns within a year. However, the expected opening as a pro football writer did not materialize.

In the suburbs, Greer and another reporter unearthed a massive scandal involving the sheriff's office and various others in local government. Their work during a three-year period led to grand-jury indictments of several people on charges involving theft in office, shakedowns of nightclub operators and thefts of liquor confiscated by law-enforcement officers in raids.

"It was one of those incredibly long, drawn-out stories," Greer says. "It was the most rewarding thing I'd ever done in the business, getting those greedy politicians."

But still desiring a major sports beat, he left Cleveland for the sports department of the Chicago Sun-Times in 1976. From there, he moved to the sports staffs of three other big-city dailies—the Philadelphia Daily News, New York Daily News and The Philadelphia Inquirer—before The Plain Dealer came through in 1983 with its long-promised offer for him in sports.

This time, though, the job being talked about was much more than covering the Cleveland Browns. Then-Executive Editor Hopcraft was looking for someone to straighten out a disorganized sports desk. He asked Greer if he was interested in becoming the first black sports editor of a major metropolitan newspaper.

Greer had some doubts. "I had no management experience. I was not an inside person, not a desk person; I was a writer. While I thought I would love to give it a try, I really did not think I was qualified. Hopcraft told me, 'You let me make that decision.'"

The decision was the right one, says Thomas Vail, Plain Dealer president and publisher. "When Greer came to our sports department," says Vail, "it was not well-organized. It needed a lot of work." He said Greer got the department running smoothly and "made a fine track record."

When the managing editor's job became vacant, several people were interviewed for the job, Greer among them. Hopcraft says he selected Greer because he was the best among those interviewed.

Publisher Vail says Greer had made a good name for himself and "came through clearly" as the best man for the job.

Greer says hard work is an integral part of his success story. "Occasionally, when I'm out speaking to minority groups, one of the things I'm trying to get across is that you really have to work like hell in this business. If you want to have any success at all, you just have to put your nose to the grindstone and work, work, work, work. If I've had any success, it's because of devotion to the work ethic."

He believes the greatest lack of minority staffing at newspapers today is at mid-size and small operations. Major metros hire the "limited pool of minority journalists who have prepared themselves for the profession," but smaller papers are not willing to hire and train minorities, he says.

"I think executives in the smaller weeklies and suburban dailies need a change in their mind-set," he adds. They should actively recruit, hire and help minorities prepare for the business. "I don't want to paint everybody with the same brush stroke," he says, "but it seems (the smaller papers) see no need to hire minorities, since there are no blacks living in their areas."

This is a mistake, he says, because all newspapers should realize that diversity among the staff, including blacks, Hispanics, Asians and other minorities, is "absolutely essential for their survival."

The 46-year-old Greer and his wife, Shirley, live in Cleveland Heights. They have two daughters, one a student at Ohio University and the other in elementary school. □

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COURTS

Supreme Court to hear variety of media-related cases

BY LISA M. CODY

The U.S. Supreme Court has agreed to hear several cases of interest to the press in the term that gets under way Oct. 5. The cases deal with "intentional infliction of emotional distress" by a publication, a newsrack ordinance and other First Amendment concerns.

In addition, the high court is being asked to accept for review a number of other cases involving issues of interest to the media.

The court will hear the following:

• *Hustler Magazine v. Falwell*, in which Hustler has asked the court to set aside a $200,000 jury award to evangelist Jerry Falwell. The jury awarded damages after determining that Hustler committed "intentional infliction of emotional distress" by publishing a liquor-ad parody presented as an interview with Falwell. The evangelist also claimed he was libeled, but the jury did not agree and that part of the case was dropped.

In a friend-of-the-court brief, ANPA joined other media organizations in arguing that the damage award violates the First Amendment.

But Falwell's lawyers have claimed that nothing in the First Amendment "requires protection for the calculated, premeditated and deliberate infliction of harm targeted at a specific individual."

• *City of Lakewood v. Plain Dealer Publishing Co.*, in which the constitutional question is the extent to which local governments can regulate newspaper vending machines.

The city of Lakewood, Ohio, is appealing a 6th U.S. Circuit Court of Appeals order that struck down portions of an ordinance governing rack design, permit approval and insurance requirements.

Media groups including ANPA have asked the court to look at another part of the appeals court's order: the upholding of Lakewood's ban on newsracks placed on public streets in residential areas. The groups said newsracks are entitled to full First Amendment protection, and that placement may be restricted "only under narrowly tailored circumstances that are not present here." (See story, p. 32.)

• *Hazelwood School District v. Kuhlmeier*, in which school authorities have asked the court to reverse an 8th Circuit ruling that a principal violated First Amendment rights of student journalists by deleting from a high school newspaper two stories on pregnancy and divorce.

The school district argues the school paper is not a public forum but part of the curriculum under its control [**presstime**, April 1987, p. 40].

The American Society of Newspaper Editors and other press groups filed an *amicus* brief in support of the students. They said government control over curriculum "must be valued," but it also must be "reasoned" when "constitutionally protected values of free expression" are involved.

• *Carpenter v. U.S.*, in which the court has been asked to overturn the conviction of R. Foster Winans, former reporter of The Wall Street Journal.

Winans was found guilty of insider trading by letting a stockbroker know in advance the publication schedule of Journal "Heard on the Street" columns. Winans argued that by revealing the schedule he committed a breach of duty to his employer but not a violation of securities law as a court found [**presstime**, April 1987, p. 40].

Ten media organizations filed a friend-of-the-court brief on behalf of Winans. They argued that the court's application of securities laws was too broad and "threatens infringement of First Amendment rights." The brief also said the decision creates an "unprecedented basis for liability under the securities law by incorporating internal company ethics rules into the federal criminal code."

• *Bankers Life and Casualty Co. v. Crenshaw*, in which the court will decide whether punitive damages are contrary to an Eighth Amendment prohibition against excessive fines.

Bankers Life appealed a $1.6-million punitive-damage award for failure to pay a $20,000 insurance claim.

Several press organizations in a friend-of-the-court brief urged the court to take the case because many media firms have been hit with multimillion-dollar punitive judgments.

Among cases the court is being asked to accept for review:

• *Tavoulareas v. Washington Post Co.*, on whether the U.S. Circuit Court of Appeals for the District of Columbia erred in throwing out a $2-million libel judgment against the Post. The court said there was insufficient evidence of actual malice [**presstime**, April 1987, p. 41].

• *U.S. v. Providence Journal Co.*, on whether the 1st Circuit properly cleared the newspaper company and its executive editor of a criminal contempt-of-court conviction [**presstime**, Feb. 1987, p. 38].

• *Blatty v. New York Times Co.*, on whether the standards of defamation suits should apply to a claim of "interference with prospective economic advantage." Author William Peter Blatty sued The New York Times for not including one of his books on the Times best-seller list, claiming that the exclusion resulted in lower book sales than if it had been listed.

• *Random House and Hamilton v. Salinger*, on whether author J. D. Salinger's unpublished letters are covered by the fair-use defense under the Copyright Act. □

Cody is ANPA legal/regulatory specialist in the Legal/Government Affairs Department.

COURT BRIEFS

• A New York appeals court ruling expanded the public's right of **access to pretrial documents**, including wiretap information and motion papers.

Two New York newspapers and the Associated Press had appealed a U.S. District Court judge's decision to withhold key documents from the press in a government-corruption case.

The appeals court did not call for automatic disclosure but said such information could be withheld only if a party shows that a "narrowly tailored" sealing is essential.

• A federal appeals court awarded **double court costs** to The Daily Times of Maryville, Tenn., while upholding a lower court's dismissal of a $26-million lawsuit against the paper.

Hubert D. Patty, a lawyer, had sued because the publisher refused to print a political advertisement.

The 6th U.S. Circuit Court of Appeals ruled that Patty will have to pay the newspaper between $500 and $600, said The Daily Times' attorney, L. Michael Zinser [**presstime**, Aug. 1986, p. 37].

Appeals court upholds closed jury hearings

Press organizations may seek U.S. Supreme Court review of a federal appeals court decision that upheld closure of mid-trial jury proceedings in the 1986 fraud and racketeering trial of Louisiana Gov. Edwin W. Edwards.

In its opinion, a three-judge panel of the 5th U.S. Circuit Court of Appeals said, "For First Amendment purposes, no presumption of openness attaches to proceedings involving the mid-trial questioning of jurors."

The panel also found that the six-week delay in releasing the transcripts was "reasonable," and that the judge was within his authority to delete material from the transcripts.

"It's a horrible, horrible opinion in every respect," said attorney Jack M. Weiss, who represents The Times-Picayune Publishing Corp. of New Orleans, Gannett News Service, and the Morning Advocate and State-Times of Baton Rouge.

The proceedings in question concerned whether out-of-court remarks by jurors indicated that improprieties had occurred. □

Interviews with defendants lead to litigation

Two cases involving reporters' interviews with murder defendants are proceeding on opposite coasts of the United States.

In California, The Contra Costa Times of Walnut Creek is appealing to the state Supreme Court a judge's order that a reporter submit her notes as evidence and testify about her interview with a man charged with three murders.

The judge presiding over the murder trial ruled that the defendant's right to a fair trial, in a case possibly exposing him to the death penalty, overrides Erin Hallissy's First Amendment rights. He said it also supersedes the California shield law that is designed to protect reporters.

In Maine, former Concord Monitor reporter Bob Hohler plans to appeal his Aug. 29 conviction of criminal contempt for refusing to testify in a murder case there.

Hohler's conviction followed a jury trial—unusual in a contempt case—in which a Maine Superior Court judge barred evidence concerning the reporter's reasons for refusing to testify about his interview with a murder defendant.

Sentencing for Hohler, who now works for The Boston Globe, is set for Oct. 7 [**presstime**, Sept. 1987, p. 40]. □

REGULATIONS

Detroit JOA draws flak

The Antitrust Division of the Justice Department recommended denial of the application of Detroit's two daily newspapers for a joint operating arrangement.

In a Sept. 23 brief, the division said The Detroit News and the Detroit Free Press had failed to show that the Free Press is a failing newspaper within the meaning of the 1970 Newspaper Preservation Act and thus had not demonstrated that a JOA is necessary to preserve two independent editorial voices in the city.

The brief was submitted to Administrative Law Judge Morton Needelman, who in August presided over public hearings on the JOA application.

Gannett Co., owner of the News, and Knight-Ridder Inc., owner of the Free Press, said they were not surprised by the recommendation.

A Knight-Ridder spokeswoman noted that in the case of the last JOA application, in Seattle, the Antitrust Division also recommended denial but the application ultimately was approved by the attorney general. A Gannett spokeswoman said that in their joint post-hearings brief to Needelman, the two newspapers maintained they had "met their burden of establishing that the Free Press has sustained real, substantial and continuing losses." The newspapers said they had shown that the Free Press "has engaged in reasonable management practices in a continuing but unsuccessful effort to stem its operating losses and earn a reasonable return on investments," she said.

The Antitrust Division said that while the Free Press has sustained substantial losses since 1980, the News also has lost heavily; that their battle for dominance of the Detroit market had resulted in the lowest circulation prices in any major metropolitan market; and that their relative competitive positions had remained stable, with the Free Press improving slightly by some measures.

Nor is the Free Press in the "downward spiral" characteristic of other failing newspapers, the division said. The fact that the proposed JOA calls for an almost equal division of profits indicates the two papers view their competitive positions as comparable, it added.

In July 1986, the division had told Attorney General Edwin Meese III it did not appear that a Detroit JOA was necessary. However, it recommended public hearings to gather more evidence. Meese agreed, and the hearings, held in Detroit, ended Aug. 24 after three weeks of testimony before Needelman.

After the hearings, a brief also was submitted to Needelman by opponents of the JOA.

All parties now have until Oct. 14 to file reply briefs, after which Needelman will recommend to Meese whether to approve the pact [**presstime**, Sept. 1987, p. 42].

Needelman has no deadline by which to act, but one source close to the situation said a recommendation is not expected before late November or December. □

LEGISLATION

Newsprint duty exemption sought on two fronts

A free-trade agreement between the United States and Canada could provide the vehicle the U.S. newspaper business has been seeking in its drive to retain the duty-free status of newsprint.

That's what ANPA suggested in a letter to the Senate Finance Committee.

The committee sought comments on U.S.-Canadian trade negotiations being conducted in Ottawa and Washington, D.C. Negotiators are under an Oct. 5 deadline to present a draft agreement to Congress. At press time, the talks were in abeyance after a walkout by Canadian officials Sept. 23.

In the letter, ANPA reiterated its opposition to a proposed import duty that is part of trade legislation currently before a congressional conference committee [**presstime**, Aug. 1987, p. 35].

The Association said that if the United States reaches an agreement with Canada to eliminate all tariffs and other barriers to free trade, the agreement should "supersede" the proposed import duty in the trade bill, at least with respect to newsprint.

In late September, newspaper-industry representatives were seeking a meeting with the U.S. trade negotiators, according to Claudia M. James, ANPA assistant general counsel.

At the same time, she said, ANPA was continuing to urge members of the House-Senate conference committee to include a newsprint exemption in the trade bill. □

Florida's Legislature debates repeal or revision of services tax

The 5-percent tax on services in Florida was barely 10 weeks old on Sept. 18 when Florida Gov. Bob Martinez declared it a "mistake" and called for its repeal.

At press time, repeal was by no means assured, as both houses of the Legislature concluded a two-day special session by keeping bills for repeal locked in committee.

Gov. Bob Martinez

"Nothing is settled. They're back to square one," said Faye B. Davis, assistant executive director of the Florida Press Association.

Many in the Florida Democratic majority leadership favor revision instead of outright abandonment of the tax. And the Legislature's decision to adjourn Sept. 22 for five days was viewed as favorable to efforts to revise the law.

"It's a little early to rejoice," said Davis. "No one knows what's going to happen." But she predicted that at least the state's taxation of advertising services will soon be history.

"We've been told by the leadership that (exemption of) advertising would be part of the revision," she said.

Some legislators have said they prefer to exempt only advertising services, thus salvaging most of the revenues that would be collected under the tax. The tax was expected to raise more than $750 million in the current fiscal year, $100 million of that from advertisers [presstime, May 1987, p. 62]. But others argue that to exempt only the advertisers and media—the most vociferous opponents—would fuel charges of discrimination by other taxed groups, such as lawyers.

Even if the tax on services, which became law July 1, is softened or repealed, the Florida Department of Revenue has said the tax must continue to be paid until any superseding legislation takes effect. Martinez has proposed that the repeal be made effective Jan. 1.

Martinez, the main champion of the tax as it moved through the Legislature earlier this year, began to change his strategy in late August, prodded by polls showing that his popularity rating had plummeted and that up to 80 percent of the state's voters oppose the entire tax on services.

A majority of those polled said they agree the state needs more revenue, but they preferred other means to raise it, such as adding a penny to the sales tax on goods.

As opposition intensified, the first-year Republican governor initially called for a constitutionally binding public referendum on the tax, to be held during Florida's presidential primary next March. But the opposition continued to gain momentum, so he next decided to prevent further losses of support, and possible fiscal chaos, by asking the Legislature to repeal the tax.

Martinez criticized himself for pushing through the massive services tax without first tackling budget reform. "That mistake has cost me the confidence of the people of Florida," he said. "More importantly, it has severely damaged the people's confidence in government generally."

Martinez has asked that no replacement tax be passed, but that the budget be cut or other reforms adopted to give him better control of state spending.

"We must wipe the slate clean and begin again," he said. "And this time, we have to do it right—by showing efficiency first and talking about more taxes last."

Many legislators are reluctant to repeal the measure without enacting some kind of revenue-raising alternative, said Davis of the FPA. During the special session, they were discussing increased corporate taxes or the suggested penny increase in the sales tax, a proposal previously dismissed as a "Band-Aid" to Florida's fiscal problems.

Yet another option under discussion is to eliminate tax "pyramids" that may tax services many times, such as through subcontractors, contractors and the end user. The state's constitution prohibits any state tax on personal income, real estate or personal property.

The turmoil in Florida has, for the moment, deflated efforts in most other states to enact similar sales taxes on services. But observers in ANPA's Government Affairs Department remain concerned that several financially strapped states continue to consider them.

In Texas, for example, a commission is studying ways to raise revenue, including a services tax similar to Florida's. Legislative action is not expected until December at the earliest.

Other states currently studying a services tax, and closely watching Florida, are Utah and Pennsylvania, says Kevin Grant, ANPA State Relations Coordinator. □

Nicaragua government allows La Prensa to resume publication

The government of Nicaragua and the publisher of La Prensa announced Sept. 20 that the opposition daily newspaper had been given permission to resume publication without restriction.

Violeta Chamorro said her paper, which was shut down by the government June 26, 1986, will be on the streets by the first of this month.

A Central American peace plan signed in August by Nicaraguan President Daniel Ortega called for freedom of expression to be restored by Nov. 7 [presstime, Sept. 1987, p. 45].

The Inter American Press Association has told Ortega it hopes the agreement to permit the newspaper to circulate without prior censorship "will be faithfully maintained."

In a Sept. 23 statement, IAPA pointed out that other newspapers remain closed by government order in Latin America, citing those in Paraguay and Panama. □

Press groups denounce raids, imprisonment

Government actions against a newspaper in India and a magazine editor in Chile have drawn international press protests.

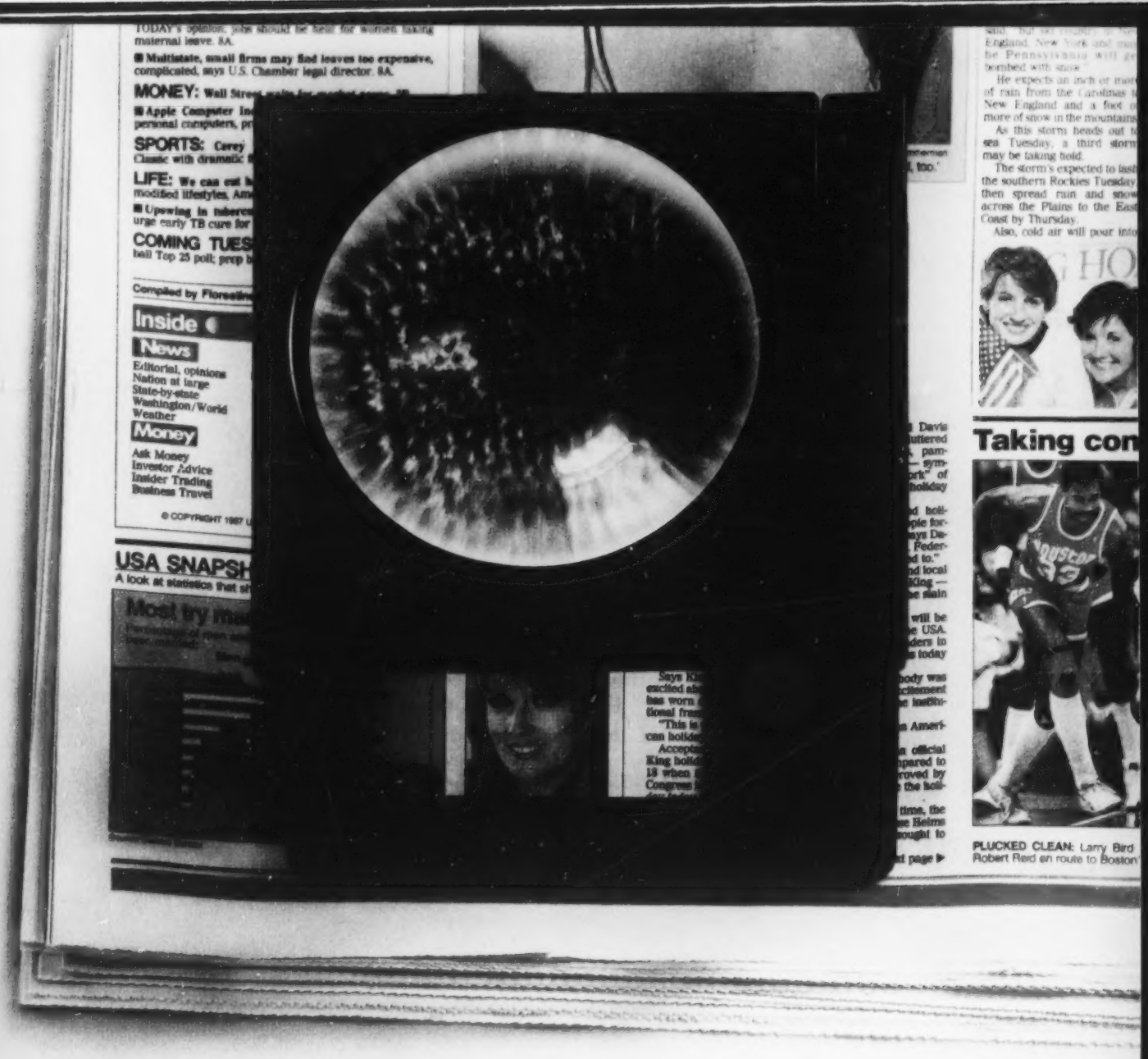
The World Press Freedom Committee was among those protesting government raids on the offices of the Indian Express newspaper. In a letter to India's Prime Minister Rajiv Gandhi, the WPFC expressed skepticism about the official reason for the raids—suspicion of offenses involving the import of machinery.

"Despite allegations of law violations, the nature of these raids forces us to conclude that this is a thinly veiled and heavy-handed attempt to intimidate the Express and other newspapers that have been covering alleged government corruption," the organization said.

Among others protesting the government's action were the International Federation of Newspaper Publishers, or FIEJ, and the Inter American Press Association.

FIEJ and IAPA also protested the imprisonment of Chilean magazine editor Marcelo Contreras for publishing a satirical supplement that portrayed Chilean President Augusto Pinochet as King Louis XIV of France.

Contreras was imprisoned by military authorities and 30,000 copies of his Apsi magazine supplement were seized, according to FIEJ. □



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'Diversity Principle' reaffirmed

Newspaper-industry executives have praised the decision of a federal judge to continue barring the regional Bell operating companies from generating content for electronic information services, including electronic Yellow Pages.

U.S. District Judge Harold H. Greene's decision reaffirms the ANPA-proclaimed "Diversity Principle" and provides new incentive for the development of electronic information services in the United States, the executives said.

Judge Greene

The other key aspect of the decision regarding information services—to permit the BOCs to perform some limited "gateway" functions related to the transmission of videotex services—coincides with ANPA views, they said.

Citing a lack of technical information, Greene did not immediately issue an order implementing his Sept. 10 decision on the information services question. He asked for proposed orders to be submitted to him by Oct. 15.

The judge's order will be "the operative document as to what is permitted and what is not," said W. Terry Maguire, ANPA senior vice president. At press time, the Association was preparing its proposal for Greene.

Also creating a climate of uncertainty was the possibility of an appeal by the BOCs to a higher court, the likelihood of congressional hearings and the chance of legislation if the BOCs decide to push for it on Capitol Hill.

Despite the remaining questions, newspaper executives were clearly pleased with the results of Greene's first triennial review of the consent decree governing the breakup of AT&T. "The Diversity Principle is alive and extraordinarily well," said Maguire, referring to the Association's position that a monopoly telephone company should not own or control the information flowing over its lines.

Uzal H. Martz Jr., chairman of ANPA's Diversity Principle Task Force, said Greene's plan to allow the BOCs to have some limited involvement in information services was in line with recent ANPA statements.

In its filings with the court and in congressional testimony, ANPA had differentiated between "transmission and content-neutral services" and "those relating to content," Martz said, "and in that sense had moved away from a rigid sense of the status quo." Martz, president and publisher of the Pottsvillle (Pa.) Republican, is also a member of the Association's Board of Directors.

ANPA Chairman George W. Wilson, president of the Concord (N.H.) Monitor, said Greene's decision "appears to provide a fresh incentive for the development of robust electronic information services in this country."

The newspaper executives' enthusiastic response was in stark contrast to that of officials of the Bell regionals, who criticized Greene's decision to give them only a limited role in information services—a role some of them said they believed they were already allowed to play.

Several newspaper executives said they welcomed the fact that the decision removes much of the uncertainty that has plagued the videotex marketplace. "To the degree that the court has clarified the roles (of the telephone companies and information providers), it will help them each in terms of their business plans and in their ability to get together and work in a cooperative fashion," said Thomas Pace, communications counsel for Dow Jones & Co., which is involved in electronic as well as newspaper publishing.

As it prepared its filing with the court, ANPA sought to act as a catalyst for that cooperation. Maguire said the Association planned to contact the Bell regionals "in an effort to convince them that it is in their best interests and in the best interest of information providers to have the final order from Judge Greene be the most workable that it can be."

ANPA executives have been meeting with Bell representatives since divestiture "to see if we could develop a framework very similar to what Judge Greene has now given the green light to," Maguire said.

The bulk of Greene's 223-page opinion was devoted to background on the AT&T antitrust trial over which he presided, the 1982 consent decree that closed the case splitting the BOCs from Ma Bell, and an explanation of why he was denying the BOCs' request to lift the decree's restrictions on their involvement in long distance and telecommunications manufacturing.

In the 30 pages he devoted to the decree's information services restriction, Greene outlined five "gateway" functions that the BOCs should be authorized to perform. He said they were similar to those handled by the French telephone company for its Teletel videotex system.

As described by Greene, the functions are:

- "Data transmission," which would allow consumers to use less sophisticated computer hardware and software
- "Address translation," which would allow consumers to dial a simple code to obtain a specific information provider rather than a separate phone number
- "Protocol conversion," which would allow messages to be sent more efficiently over the telephone network
- "Billing management," which would eliminate both the need for each information provider to bill for its services and the need for consumers to subscribe to individual videotex services
- "Introductory information content," which would be limited to a listing of information providers, the category of their offerings and a "welcoming page." This would advise the consumer of the billing arrangement and ask for the code or name of the information provider desired.

Greene said the telephone companies will

TELECOMMUNICATIONS NOTES

• The Seattle Times has become the latest newspaper to enter the **voice-information-services** business.

The paper's INFO-Line offers news, financial information, sports and weather forecasts. The recorded information is stored in a computer in digitized form and is accessible via telephone using a Touch-Tone service line.

Beginning this month, the newspaper will sell 15-second advertising spots for the service.

• Bell Canada said it will conduct a trial of a **videotex service** called "ALEX" beginning September 1988 in Montreal and later in Toronto. Targeted at the residential market, it will emphasize transactional services.

Consumers will gain access to the service using a specially developed terminal, similar to the Minitel device used in the French Teletel system. It will be rented to users.

The service will use the NAPLPS videotex format developed by the Canadian government and capable of more elaborate graphics than the Antiope format used in Teletel.

1987-88

committee rosters

This publication contains ANPA and ANPA Foundation committee rosters listing member newspaper executives and others who have been appointed to one-year terms by ANPA Chairman George W. Wilson and ANPA Foundation Chairman Charles T. Brumback, respectively.

Compiled by Ann Adongo, ANPA Executive Staff

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American Newspaper Publishers Association
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not be allowed to provide electronic Yellow Pages because they "would plainly have the incentive and ability to discriminate both against competing providers of directory services and against the publishers of classified and other advertisements." He added, however, that there is no reason the companies should not be allowed to offer "white pages" directories in electronic form.

The filings of the BOCS will be scrutinized for clues as to whether they will proceed to offer such services.

"The question really is whether the gateway role that the judge lays out for the BOCs will be viewed by them as significant enough to want to develop the gateway role," said James Holly, director of electronic information services for The Times Mirror Co.

As the telephone companies consider whether to proceed, they may be in touch with "publishers and possibly other information providers to find out if they are going to be there with products," he said.

"Something like this gateway role (for the BOCs) may well get people talking again about taking another look at mass market videotex," said Holly, who headed Times Mirror's consumer videotex service—it had the name "Gateway"—that folded last year.

Maguire, who was part of an ANPA delegation that traveled to France earlier this year to inspect Teletel, said Greene's opinion gives U.S. publishers "110 percent" of the things most appealing about that system. It allows the U.S. telephone companies to do "all that the French telephone company does that we think they should do," and, unlike the French model, it provides a clear prohibition against their involvement in Yellow Pages and other content.

—Margaret G. Carter

ANPA to support FCC on 'fairness doctrine'

ANPA has been granted its request to "intervene" in the lawsuit challenging the Federal Communication Commission's decision to abolish the "fairness doctrine."

The Association sought intervenor status from the 2nd U.S. Circuit Court of Appeals so that it can file a brief supporting the FCC.

The case has been transferred from the 2nd Circuit in New York City to the U.S. Court of Appeals for the District of Columbia Circuit, at the request of the FCC and Meredith Corp. This is the court whose ruling, on an appeal by Meredith of an FCC action, led to the FCC's August decision to repeal the doctrine [**presstime**, Sept. 1987, p. 41].

The shift in courts does not change ANPA's intervenor status. □

ANPA, Advo, others file in pending rate case

The U.S. Postal Service has proposed certain third-class-mail discounts that are larger than they ought to be, ANPA said in testimony submitted to the Postal Rate Commission.

ANPA comments, submitted Sept. 14 as part of the pending USPS rate-increase request filed May 5, call for smaller discounts that would result in third-class rates even higher than currently proposed.

Details were outlined on behalf of the Association in written testimony prepared by Cambridge, Mass., economist Sharon L. Chown. Her testimony and that of about three dozen other rate-case participants will be followed in coming months by rebuttal comments, hearings and oral argument, tentatively scheduled for Jan. 12. New rates will not become effective until early next summer or later.

Chown did not directly address USPS proposals calling for up to 32-percent rate hikes for third-class, although ANPA previously said they are "in the right direction" [**presstime**, Sept. 1987, p. 44].

But those proposals were the topic of strong views expressed by some of the other parties, including direct mailer Advo-System Inc., which said the proposed rates are too high. Advo testified that a 22-percent increase requested by USPS for carrier-route-presorted, bulk mail would cost it an additional $50 million annually—an amount "more than three times Advo's estimated pre-tax profit for this year." Advo said it will clear a profit in 1987 for the first time in "many years."

In addition to recommendations on discounts, ANPA's Chown presented evidence to show that when postal carriers must stop at a house to deliver only one piece of mail—such as advertising mail—the cost of that delivery should be attributed only to that class of mail.

She also argued that neither first-class nor second-class mail should have to pay the entire cost of night-shift, Sunday or holiday premium pay for postal workers as they do now. Third-class should share that burden because it also is handled during those times, Chown said.

Advo, meanwhile, proposed new discounts that take into consideration the distance USPS must transport mail. Such discounts would result in lower costs for firms that minimize distances USPS must carry their mail.

Vincent Giuliano, Advo's vice president of government relations, testified the company is just now recovering from the shock of the last rate hike that took effect in February 1985.

"Because of competitive pressures of newspapers, we were unable to pass all of the rate increase through to our customers without an acceptable loss of volume to newspapers, and we consequently incurred substantial losses during 1985," he said. "Our volume went flat over the entire 1985-86 period during which we restructured our operations and many of our markets, dropping those made hopelessly unprofitable by the rate increase and attempting to hold on where we could.

"Eventually, due to nearly three years of rate stability, we have been able to turn the corner. By mid-1986 we began earning a small operating profit and have gradually improved each quarter since then, although even today our operating margin is small. . . . This year, Advo has embarked on a gradual market expansion effort that we plan to continue for the foreseeable future. Our ability to do so (and even our ability to remain in the market), however, will be entirely a function of postal rates."

Giuliano presented Advo mail volume figures showing that shared-mail, in which two or more ad circulars are united as one third-class piece, leveled off in 1986. Advo shared-mail grew from 39 million pieces in 1980 to 2.158 billion in 1984 and 2.389 billion in 1985. It dropped slightly to 2.373 billion in 1986.

Volume of Advo's "solo mail," containing just one preprint per mail piece, peaked in 1984 at 2.2 billion pieces, Giuliano said. Because "high postal rates for solo mail have made it non-competitive with newspaper distribution," volume dipped to 1.5 billion in 1985. It was 1.6 billion last year.

Giuliano acknowledged that newspapers and direct mailers each have distinct advantages in the delivery of advertising. Newspapers offer Sunday distribution, a guaranteed delivery date and a shorter lead time for receipt of preprints from advertisers. Direct mail offers greater market coverage and selectivity, no duplication, and the "simplicity of dealing with a single distribution purchase—although newspapers have made some improvements in these areas due to the competitive stimulus of shared mail."

He said these factors "weigh differently with each advertiser." In the final analysis, price often plays a decisive role in an advertiser's choice. And for Advo, price is dictated by postal rates, he noted. □

Newspapers help to celebrate bicentennial of Constitution

"A Celebration of Citizenship" kicked off the official commemoration of the bicentennial of the Constitution Sept. 16 with an array of pageants, 200th birthday parties, musical extravaganzas and an assembly of national leaders in Washington, D.C.

The national ceremony, which took place on the West Front steps of the Capitol, drew thousands of students, federal workers and other observers. It also reached millions of television viewers nationwide through a live ABC News Special, as President Reagan led the nation's schoolchildren in the Pledge of Allegiance.

Pauline Hammons, fifth-grade teacher in Poplar Bluff, Mo., focuses students' attention on Daily American Republic's Constitution edition.

But most of all, "A Celebration of Citizenship" was a nationwide teach-in for about 66 million students through high school level in 110,000 schools.

Newspapers, assisted by event cosponsor ANPA Foundation, helped schools develop curricula for the day and use the Newspaper in Education program to build students' understanding of the Constitution. Many newspapers also sponsored contests and symposiums to involve students and the general public.

An example of a well-received local event was "A Constitutional Convention," organized by The Rapid City (S.D.) Journal. Participating were 1,700 student "delegates" representing 10 percent of the student body from each of Rapid City's 36 public schools. To handle expenses, the Journal got financial and organizational support from the local bar association, according to Gayle Forsberg, the newspaper's creative services manager.

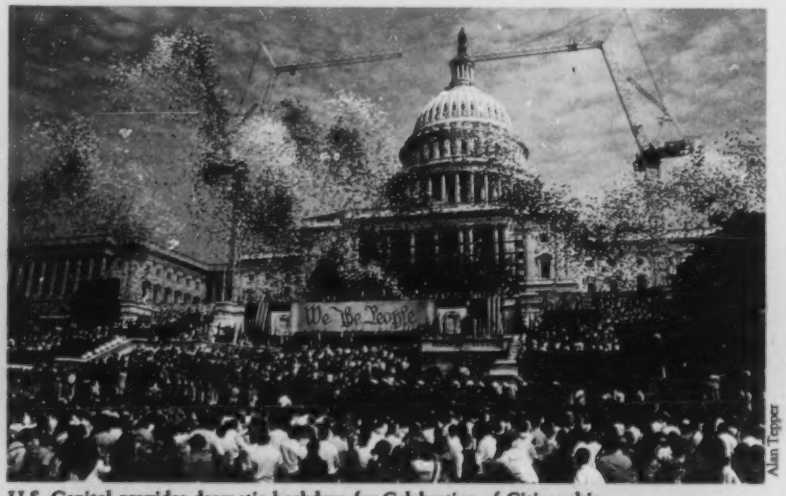
The program began with talks about the Constitution by civic leaders, including Journal President and Publisher David C. Sharp. Next, the student delegates re-enacted a convention roll call. The program concluded with a pageant of the signing of the Constitution, using costumed characters.

The following day, exactly 200 years after the actual signing, the "delegates" returned to their classrooms for celebrations with birthday cakes provided by the school district and additional presentations by members of the bar association and others. Those presentations were geared toward NIE curriculum materials.

Another program that encouraged teacher involvement was a lesson plan contest sponsored by the Kansas City Star and Times, with support from McDonald's restaurants. Twelve teachers in the Kansas City area received grants of $100 apiece from McDonald's for their winning plans.

The newspaper published a booklet containing the plans of the winners and those of 12 receiving honorable mention. The book, "Appreciating Our Freedom . . . 24 Award-Winning Lesson Plans for the Study of the U.S. Constitution," was offered free to educators and proved so popular that the newspapers had to print about 1,000 additional copies.

On the other side of Missouri, many teachers in Poplar Bluff used their local paper, the Daily American Republic, to teach about the Constitution. For instance, Rosemary Doyle of Holcomb High School asked her students to discuss, using examples from the newspaper, "ways we are more free now than 200 years ago," "threats to our freedom," and stories displaying "our Constitution in action." □



Alan Tepper

U.S. Capitol provides dramatic backdrop for Celebration of Citizenship.

NIE Week scheduled

Planning has begun for Newspaper in Education Week 1988. Cosponsored by ANPA Foundation and the International Reading Association, it will be observed March 7-11.

A 153-member steering committee representing both the newspaper business and IRA affiliates has been formed to coordinate plans.

The 1988 NIE Week Manual will be mailed to newspapers this month, according to the Foundation. □

Women in media study set for '88 publication

Following revisions, a massive study on women in the media is scheduled for publication by Gannett Foundation "sometime next year," according to the author.

The work, "Taking Stock: Women in the Media Before the 21st Century" is being prepared by Jean Gaddy Wilson, a member of the faculty at the University of Missouri School of Journalism. Gannett Foundation has been the primary sponsor of the report, which is now undergoing revision.

A report of her findings as they pertained to newspapers was published in a presstime Special Report one year ago.

Wilson's study is based on hundreds of interviews and responses to a national survey, "The Media in the '80s," that was sent in 1985 to all U.S. daily newspapers, television stations and a random sample of radio stations.

The survey asked for information about media employment, including salaries, length of service, and expectations for employment trends over the next five years. □

'Blessings of Liberty' on videotape

The multimedia presentation, "Freedom and Information: The Blessings of Liberty," is available on videocassette because of positive responses to the 15-minute program that was shown earlier this year to ANPA's 100th Anniversary Convention and ANPA/TEC '87 [presstime, June 1987, p. 62].

Its portrayal of changes in the United States over the past 100 years, and the part newspapers have played in that change, may be used in newspapers' community relations and NIE programs, particularly as part of activities surrounding the bicentennial of the Constitution.

The videocassettes are available for $100 apiece (half-inch VHS, half-inch Beta or three-fourths-inch sizes) from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. □

Camera-ready literacy ads mailed to newspapers

Camera-ready ads urging support for literacy programs during September—national literacy month—and thereafter were sent to newspaper executives from ANPA Foundation.

The ads are appropriate for running any time and provide space at the bottom to insert telephone numbers of local literacy agencies or the national literacy hotline, according to Carolyn Ebel Chandler, manager/literacy programs for the Foundation.

Newspapers may choose from two themes: the "Read. Avoid Extinction" theme with dinosaurs, made popular by the Foundation's "Press To Read" campaign; and one depicting the hand of Thomas Jefferson drafting the Declaration of Independence. □

INAME fosters 'Adopt-A-University' program

Newspaper advertising executives should "Adopt-A-University" to form partnerships between daily newspapers and university advertising programs, according to a new program developed by the the International Newspaper Advertising and Marketing Executives Foundation.

The organization hopes the program will enhance the education of students, contribute to the professional development of faculty members and increase the schools' resource base.

Suggested activities include participation in career days, visits by students to newspapers, research grants, equipment donations and endowed chairs.

For further information, contact Susan Schoebel, INAME Foundation, 11600 Sunrise Valley Drive, Reston, Va. 22091; (703) 648-1178. □

C. David Rambo

Jerry W. Friedheim (left) is the new president of ANPA Foundation, and Judith D. Hines (right) succeeds him as executive vice president, following staff promotions announced in September. Charles T. Brumback of Chicago Tribune Co. continues as chairman of the Foundation Board of Trustees.

Margaret G. Carter

ANPA Foundation Vice Chairman Sandra C. Hardy (left) accepts a plaque from Patricia Koppman of the International Reading Association commending the Foundation's Press to Read campaign. Also on Sept. 8, National Literacy Day, Hardy unveiled a literacy poster. Copies are available from the Foundation for $7.

Most U.S. dailies' religion writers are Protestants, women and churchgoers

Nearly two-thirds of religion writers on U.S. daily newspapers are women, and the majority are Protestants who attend church regularly, according to a new survey.

The study was conducted by Judith M. Buddenbaum, assistant professor in the Department of Technical Journalism at Colorado State University.

Among her other findings:

- The typical religion writer at a daily paper has a college degree in journalism and 10 years' professional experience as a journalist—four of them covering religious news.
- Most religion writers have about a two-page religion newshole to fill each week while devoting only half their time to that beat. This results in less time for personal contacts with sources and heavy reliance on wire services and church news releases.
- About two-thirds of newspapers with circulation over 30,000 set aside Saturday for publishing most religion news, and three-fourths of smaller newspapers use Friday as the religion-page day.
- Fifty-nine percent of the religion writers said they were Protestant; then, in order, Roman Catholic, 21 percent; other Christian faiths, 6 percent; Jewish, 2 percent; and other religions, 2 percent. Ten percent said they were affiliated with no religious group.

Buddenbaum selected a statistically random sample of 250 daily newspapers ranging in size from under-10,000 circulation to over 100,000. Completed questionnaires were submitted by 141 papers.

The new study suggests there has been a near-reversal in the gender of religion writers since 1978, when a study found that two-thirds of those on the religion beat of large metropolitan newspapers were males. However, the earlier study was limited to papers of more than 100,000 circulation, so results are not directly comparable, Buddenbaum said.

She reported that although some studies indicate a high readership interest in religion news, most editors rank religion very low in importance [**presstime**, Dec. 1985, p. 6].

"Religion has traditionally been considered a second-class beat to be shunned by talented reporters," Buddenbaum said. "As a result, journalism educators and communications researchers have generally ignored religion news."

But she added that recent evidence, "largely anecdotal," suggests the religion beat is gaining in prestige as editors and reporters become aware of "the religious dimension of political news and of reader interest" in religion. □

APME reports cover broad newsroom issues

Digital alteration of photographs, AIDs issues in the newsroom and "tips on staying ahead of the metros" are among dozens of topics addressed in the 1987 Continuing Studies reports by committees of the Associated Press Managing Editors Association.

The 16 reports were issued during APME's annual convention Sept. 15-18 in Seattle.

A limited number of single copies of the reports are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. The committees, names of reports (when given) and committee chairmen are:

- Business and Economics Committee: Sue Reisinger, The Miami News
- Commentary Committee: "The Editorial Page," Robert J. Cochnar, Anderson (S.C.) Independent-Mail
- Ethics Committee: "Ethics Codes—Sunrise or Sunset?" Norman Lockman, The News-Journal Co., Wilmington, Del.
- Features Committee: "Features Grows Up," Lawrence K. Beaupre, Westchester Rockland Newspapers, White Plains, N.Y.
- Foreign News Committee: "Korea—A Cool Spot That Became a Hot Spot," David Lipman, St. Louis Post-Dispatch
- Freedom of Information Committee: Earl Maucker, Fort Lauderdale News and Sun-Sentinel
- Journalism Education Committee: "Crisis on Campus—Why Aren't the Best and Brightest on These Seats?" Myrtle Barnes, Daily Press and The Times-Herald, Newport News, Va.
- Marketing and Research Committee: "Strengthening Readership," Tom English Jr., The Fayetteville (N.C.) Times
- Minorities Committee: Reid MacCluggage, The Day, New London, Conn.
- Newsroom Management Committee: Mary Lou Bessette, The Arizona Republic and The Phoenix Gazette
- Photo and Graphics Committee: Michael Waller, The Hartford Courant
- Small Newspapers Committee: Tom Marquardt, The Capital, Annapolis, Md.
- Sports Committee: Beverly Kees, Post-Tribune, Gary, Ind.
- Technology Committee: "Meet the Future—a Report on Pagination and Other Mystical Things," Gregory E. Favre, The Sacramento Bee
- Writing and Editing Committee: Rich Archbold, Press-Telegram, Long Beach, Calif.

Unavailable from ANPA is the report from the General News Committee, chairman of which was Robert W. Ritter, The Sun, San Bernardino, Calif.

At the Seattle meeting, Robert H. Giles of The Detroit News was elected APME president. Other officers elected were Paul Janensch of Westchester Rockland Newspapers, vice president; Gene Foreman of The Philadelphia Inquirer, secretary; C. Donald Hatfield of the Tucson Citizen, treasurer; Ralph Langer of The Dallas Morning News, chairman of the Continuing Studies program; and Reisinger of The Miami News, vice chairman of Continuing Studies. □

Regional pool gets Persian Gulf test

A regional media pool was operating in the Persian Gulf area Sept. 21 when American helicopters attacked an Iranian vessel that American forces said was laying mines.

The incident was the first combat test for the regional pool concept, which was formed in August to allow ongoing coverage of U.S.-escorted tankers in the gulf.

Previously, the pools had consisted of news people assigned to cover the Pentagon in Washington, D.C. On July 24, when the United States began escorting reflagged Kuwaiti tankers, it took 18 hours to fly the pool reporters to the Persian Gulf [**presstime**, Aug. 1987, p. 60].

The regional pool is a continuing operation formed from news personnel already working in the Persian Gulf area. Membership rotates every three weeks.

Those on duty during the attack on the Iranian ship were a United Press International reporter, an Associated Press photographer, a CBS radio announcer and an NBC television crew, said Lt. Col. Craig Mac Nab, Department of Defense public affairs officer.

Mac Nab said the regional concept enables the media to respond faster to a Persian Gulf action. □

Editors deplore erosion of good word usage

Language changes, but editors hold fast in their dislike of some time-honored abuses, an Indiana University journalism professor reported in his annual word-usage survey.

For example, 82.6 percent of those surveyed would change a sentence that refers to "knots per hour." The dictionary definition of knot is a rate of speed, one nautical mile per hour—therefore, "knots per hour" technically means one nautical mile per hour per hour, a redundancy at best. However, 17.4 percent of newspaper and magazine editors surveyed said they would let the sentence stand.

The survey of 200 editors, 120 of whom responded, was performed by Professor Richard L. Tobin for the ninth year [**presstime**, Dec. 1986, p. 60].

Tobin found that 92.9 percent of the editors would change a sentence using an adjective as a verb, as in "to gentle your face." But 7.1 percent said they would allow the writer to gentle a face if that's what he or she felt like writing.

The editors said, by 70.9 percent to 29.1 percent, that "like" cannot be used as a conjunction, as in "The Mets played like they were half asleep."

An overwhelming 95.3 percent said "predominately" is incorrect in usage such as, "The squad was predominately made up of older men." The correct word is predominantly.

Tobin, once editor of Saturday Review magazine, found that an earlier trend toward using titles such as "Mr.," "Mrs." and "Ms." in second references has been reversed. A total of 92.9 percent of editors said they prefer eliminating titles after the first reference.

Nearly 90 percent said the word "gay" has changed to the extent that it should now be used only in a homosexual context.

Tobin concluded that "gay" in its original meaning is a dead word.

The *Merriam Webster Ninth Collegiate Dictionary* gives 1953 as the year "gay" was first defined as a noun meaning homosexual, but many editors indicate the word has only recently taken on that connotation. Many of the editors used phrases such as "a real shame" and "too bad" to describe how they felt about having to give up the original usage of the word. "Gay" once described a cheerful or carefree person or situation, even in book title (*Our Hearts Were Young and Gay*) and Christmas carol ("don we now our gay apparel"). □

Ownership of syndicated work provokes lively discussion

Some of the participants chuckled ruefully after the two-hour panel discussion on artists' ownership rights had finished Sept. 16 at the annual general membership meeting of the Newspaper Features Council in Denver. Others winced.

"The comments were not as bad as they could have been," said Willard Colston, panel moderator and chairman of the Los Angeles Times Syndicate.

"Maybe some things were said that shouldn't have been," said Lee Salem, vice president and editorial director of Universal Press Syndicate.

Panelist Richard S. Newcombe, president of Creators Syndicate Inc., said he has been accused of raiding other syndicates. Newcombe, who has signed up advice columnist Ann Landers, editorial cartoonist Herbert Block, the comic strip "B.C" and others, founded Creators last year on the premise that artists should retain the rights to their material and should be allowed to sign short-term contracts if that's their desire [**presstime**, Sept. 1987, p. 52].

Newcombe has claimed many comic artists are locked into long-term contracts and have signed away the rights to their material.

Panelist Mort Walker, creator of the "Beetle Bailey" strip that is handled by King Features Syndicate, said when he wanted to start another strip, "Gamin and Patches," his contract with King prohibited him from using his own name on the new strip, which is being syndicated by United Feature Syndicate.

Walker, however, said he settled the problem amicably during a round of golf with the president of King Features. He said he is allowed to use his real first name, Addison, in connection with "Gamin and Patches."

Another cartoonist said his relations with syndicates were not so amiable. Bil Keane ("Family Circus") said his contract with King Features expires in 1988, and the syndicate so far has refused to relinquish the copyright. In a later interview, Keane said because the strip he has drawn for 27 years is autobiographical, based on his own family, he will kill the strip if he does not get the rights to it.

Panelist David Hendin, senior vice president and editorial director of United Media, said Newcombe had greatly exaggerated contract situations between artists and syndicates.

Panelist Mike Peters ("Mother Goose and Grimm," Tribune Media Services) came out strongly for artists' independent ownership of their strips.

Attorney Frederick J. Coyer, who has represented numerous cartoonists in syndicate negotiations, took a middle road. In a post-panel interview, he noted that syndication rights are an old topic. For instance, Milton Caniff did not own the rights to "Terry and the Pirates," so he stopped doing it years ago and created "Steve Canyon," Coyer said. On the other hand, Hal Foster, creator of "Prince Valiant," owned the rights to his strip and sold them back to the syndicate before he died several years ago for $400,000, which gave his surviving family a nest egg, he said.

Coyer said the artist should always remember that such rights are subject to negotiation.

In a related action, Pollster Louis Harris announced that he is switching to Creators Syndicate in January. Harris writes a weekly column, "The Harris Poll," that has been syndicated by Tribune Media Services in about 400 newspapers. □

UPI, Southam sign pact

United Press International and Southam Syndicate announced a joint North American marketing agreement in which each company will exchange and distribute the other's information services.

The UPI-Southam deal comes after a proposed agreement between Southam and Scripps Howard News Service fell through [**presstime**, Sept. 1987, p. 53].

Under terms of the agreement, effective Oct. 1, UPI will distribute material of Southam News and of the Financial Times of Canada to its U.S. subscribers. Southam will act as the U.S. wire service's exclusive sales and marketing agent in Canada. □

Classified comic

The first comic strip designed for the classified ad section of newspapers is being offered by Tribune Media Services.

The central characters are Pete and Aggie Haggler, a suburban couple in their 40s who give a lighthearted viewpoint on why readers should turn to the classified section. The strip is the creation of Mike Dikas, an advertising copywriter and account executive, and Paul Reynolds, an illustrator, both of whom work in California. □

ANPA strengthens commitment to minority hiring issues

In a set of unprecedented actions, the ANPA Board of Directors placed minority opportunity in the newspaper business alongside technical and government-relations services as the Association's top priorities.

The actions signify a deepened commitment by ANPA to a newspaper work force that more closely reflects the multiracial makeup of the general population.

At its Sept. 9-10 meeting, the Board:

- Amended one of the Association's five "objectives" statements to say that ANPA will help newspapers achieve "workplace diversity"
- Adopted a "vision statement" that will be used as a guide for accomplishment on minority affairs over the next decade
- Decided to fund an industry-wide employment survey to measure the level of minority employment throughout the newspaper business.

These and other steps were in accordance with the resolution the Board passed last May to "expand plans and strategies that encourage and aid newspapers to recruit, develop, promote and retain minority personnel" [**presstime**, June 1987, p. 84].

In amending the "objectives" statement, the Board pledged that ANPA will "assist newspapers in enhancing their operating effectiveness, particularly by anticipating and understanding future developments in technology and public policy, *and by furthering work force diversity*" (newly adopted language in italics).

The "vision statement" reads: "As a result of ANPA leadership and enhanced sensitivity in all newspaper departments: The nationwide, newspaper work force more nearly reflects the national diversity of American society. ANPA member newspapers and their executives perceive and participate in minority-opportunity programs as a key ANPA service on a par with traditional technical and government-relations programs. And, therefore, newspapers' role and position as a mass medium are strengthened."

The Board directed the new ANPA Minority Opportunity Committee to develop plans for the nationwide newspaper employment survey and also to study the feasibility of a computerized, national job bank for the newspaper industry.

The committee previously functioned as the Minority Programs Advisory Group under the umbrella of ANPA Foundation. It was given the status of an ANPA standing committee so that it may more directly advise the ANPA Board and staff. The committee of 11 newspaper executives is headed by Jay Smith, publisher of the Atlanta Journal and Constitution. Vice chairman is Karen Howze of USA Today.

The Board also approved additional staffing for ANPA Foundation's continuing minority opportunity work, such as expansion of its multicultural advisory service to newspapers. Foundation personnel will include the first full-time staff director for the Task Force on Minorities in the Newspaper Business. Terri Dickerson-Jones, manager/minority affairs for ANPA Foundation, has been filling that role on a part-time basis. The Foundation will help fund and support the ANPA Minority Opportunity Committee.

In another action at its meeting in Washington, D.C., and Reston, Va., the Board agreed on a statement defining its relationship with the Task Force on Minorities in the Newspaper Business, a coalition of 37 national newspaper associations including ANPA.

"We envision the task force as the priorities-coordination body and the primary projects developer, which would include special efforts in the secondary schools and other projects" such as job fairs, the statement reads.

Many of the task force's projects will be proposed for ANPA funding, with others funded by ANPA Foundation or other organizations as is currently the case.

The various ANPA initiatives were discussed Sept. 23 at a meeting in Los Angeles of the steering committee of the task force. David Lawrence Jr., publisher and chairman of the Detroit Free Press, has been selected by the task force's nominating committee to succeed Loren F. Ghiglione, publisher and editor of The News of Southbridge, Mass., as the group's chairman.

In another development concerning minority development, the ANPA Convention Arrangements Committee is planning a general session on minorities at next April's convention in Honolulu. □

How small papers can attract minorities

Loren F. Ghiglione knows that a small-town newspaper can attract minority journalists, even when the town's population is virtually all-white.

In Southbridge, Mass., where he is publisher and editor of The News, there are 17 blacks in a population of 16,625. About a quarter of the blacks are reporters for his newspaper.

Recruitment and reputation are Ghiglione's primary means for drawing talented minority candidates to his paper. He has found that the two are intertwined. Widely recognized as a leader in increasing opportunities for minorities at newspapers, he has found that larger papers are "very generous" in referring good prospects to him when they don't have openings.

"I offer real jobs, so I can compete" with the big papers at job fairs, he said. But most other small papers do not recruit, he said, "so they don't win."

Ghiglione with Wells award.

Many minority journalists also need to change their views about small towns, Ghiglione said in an interview with **presstime**. And that was one of his messages to the annual convention of the National Association of Black Journalists, where on Aug. 21 he accepted the annual Ida B. Wells Award for his "exemplary leadership in providing minorities employment opportunities in journalism."

Aside from the leadership in his own newsroom, he has been chairman of the Task Force on Minorities in the Newspaper Business and of the American Society of

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Newspaper Editors Minorities Committee.

"It's just as important to persuade minority journalists of the value to them of working in small towns as it is to persuade the editors and publishers of small-town papers to hire minority journalists," he said.

The publisher added, "I believe small-town papers can help provide not only entry-level reporting jobs but (also) the exposure to all aspects of newspapering that could assist reporters to move ultimately into overall management and ownership."

In accepting the Wells award, he announced an award of his own—an internship at his company for a minority journalist to work as assistant to the president. It, too, will be named for Ida B. Wells, a pioneering black editor in Memphis around the turn of the century.

The internship will allow a minority journalist to "experience first-hand the management of the company as it considers acquisitions, personnel policies, equipment purchases and other important decisions," he told the gathering.

Ghiglione later told **presstime**, "Depending on how much experience they bring to it, I'd like them to be a candidate for becoming a publisher. My ultimate hope is to get people who are thinking of owning their own papers. My hope is that we'll find those people who have that dream and encourage them to live it."

The Massachusetts publisher said he is not drawing on any direct model for the program, and many details still must be worked out, such as the level and kind of prior newspaper experience to be required of candidates. However, he expects to start seeking applications by Jan. 1, with the first internship to begin in the fall of 1988.

—Mary A. Anderson

Multicultural program will get new director

The Multicultural Management Program at the University of Missouri School of Journalism will continue despite the departure of Executive Director Ben Johnson, who last year helped found the program that seeks to prepare minorities for media management [**presstime**, Aug. 1987, p. 46].

The school hopes to name a permanent successor to Johnson by the end of the year. His wife, Mary Bullard-Johnson, formerly associate director, will act as the program's director in the interim.

Johnson will become managing editor of the school-produced newspaper, the Columbia Missourian, on Oct. 12. He will be the Missourian's first black managing editor since it began publication in 1908. □

Some of the proliferating graphics found hard to read, confusing

BY GUIDO H. STEMPEL III

One of the most striking changes in newspapers in the last decade is the increased use of graphs and charts. The proliferation of computer programs that produce informational graphics undoubtedly means that they will be used even more.

Guido H. Stempel III

There are pitfalls, however, and James Tankard, professor of journalism at the University of Texas, identifies 10 of them in an article in the summer-autumn issue of Journalism Quarterly.

Perhaps the most avoidable of the pitfalls Tankard illustrates is the graph that is too complex. He shows an example of a graph that has six sets of data, including line charts, pie charts and bar charts all mixed together. Of course, nothing stands out, and the visual impact is minimal.

There are also multiple pie charts that are impossible to compare with each other, bar graphs with obscure bar ends and stacked graphs presenting four or five pieces of data with no common base.

Tankard suggests that quantitative graphics may be a neglected area and that we need to pay more attention to what makes charts and graphs effective.

• • •

Everyone talks about journalistic ethics these days. Is anybody doing anything about it? A study by Douglas Anderson, professor of journalism at Arizona State University, indicates the answer is "yes."

Anderson sent a mail questionnaire to 165 randomly selected managing editors of daily newspapers and received responses from 96 (58 percent). He asked editors about distribution of codes and initiatives that their newspapers were taking.

One-fourth of the editors said codes of ethics were posted in their buildings, and 46 percent said copies of codes were distributed to staff members. Forty-five percent said their newspapers had developed their own codes to supplement national codes.

More than three-fourths of the editors said they had issued memos on ethics to their staffs, and two-thirds said they had held meetings or seminars to discuss ethical issues. All the respondents said they had discussed ethical concerns with staff members.

The study is reported in the summer-autumn issue of Journalism Quarterly.

• • •

Cigarette advertising has been controversial for some time, and alcoholic beverage advertising is becoming controversial because of the growing evidence of the connection between drinking and automobile accidents. Two marketing researchers suggest that there is quite a parallel between the histories of these two types of advertising.

"Alcoholic beverage advertisers are at the same point now where cigarette advertisers were 20 years ago. The alcoholic beverage industry should be aware that a ban on broadcast advertising is possible unless something is done to counter the current anti-alcoholic sentiment," wrote Camille P. Schuster and Christine Pacelli Powell, marketing faculty members of Virginia Polytechnic Institute at Blacksburg. They went on to suggest that the alcoholic beverage industry's best course might be to give up broadcast advertising voluntarily.

The two researchers pointed out that 35 states already restrict alcoholic beverage advertising to some extent, and that the Supreme Court has upheld such bans in four cases.

They also observed that the ban on broadcast advertising did not cause cigarette sales to decline in the early 1970s.

If the alcoholic beverage industry were to pull out of the broadcast media, Schuster and Powell said, it would free up money for other advertising. The issue thus has obvious implications for newspapers, which might realize greater revenue as a result. At the same time, it is possible that the content of newspaper alcoholic beverage advertising might become more subdued, or that a broadcast ban might be expanded to print advertising.

The article is in Issue No. 2, 1987, of the Journal of Advertising. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Eleanor Randolph

The News Business: ***Her new weekly syndicated column on the triumphs and foibles of the media.***

The Washington Post Writers Group

202/334-7131

FOA sales teams organize

One Future of Advertising Project initiative is gearing up, and four others recently came to fruition.

This month, teams organized by the Sales Structure Task Force are expected to begin making calls on major accounts in five categories: credit cards, beer, over-the-counter drugs, overnight delivery services and fast food.

Each team will be composed of an executive from the Newspaper Advertising Bureau, under whose auspices the FOA Project is being conducted; a senior sales executive from a major market newspaper; and support staff. Newspapers represented will be The Boston Globe, Chicago Tribune, Los Angeles Times, The New York Times and The Washington Post.

The task force spent about six months gathering information about the industries and evaluating target accounts, according to Chairman Lance Primis, executive vice president and general manager of The New York Times.

Before they make the calls, he said, the teams will contact newspapers in markets identified as important to the accounts. The newspapers will be asked to approve the sales plan and to participate.

The goal of the program is to demonstrate to newspapers a new method of selling national advertising, Primis said.

The four FOA efforts that have been completed involved preparation and release of new publications:

• "Standard Market Data Folder"—Developed by the Marketing Data Task Force, it contains recommended standards for the booklets newspapers use to present market information to potential advertisers. Subjects covered range from the size folder that should be used (8 1/2 inches by 11 inches, vertical, with three holes punched on the left) to the content of the 10 recommended sections.

Task Force Chairman Robert H. Hartmann, president and publisher of The Evansville (Ind.) Press, said in the introduction: "We encourage the kind of creativity that sets one newspaper's promotional efforts apart from others. But putting such information into a standard sequence and format will automatically make it much more practical and convenient to use."

• "Electronic Competition to Newspaper Classified Advertising"—Prepared by a Denver telecommunications consulting firm for the Technology Subcommittee of the Classified Task Force, this report looks into the impact of emerging electronic competitors on the future of newspaper classified ads.

The firm of Browne, Bortz & Coddington analyzed four categories of electronic services: broadcast, such as television real-estate "showcase" programs; cable-TV services, those with text only and those with both text and pictures; voice information services; and videotex.

It concluded that none of the electronic services analyzed individually represent a "fundamental threat" to print's classified revenue stream in the next five years. "Most will remain comparatively small, marginal businesses, serving specific niche markets," it said. "In the aggregate, however, they could potentially develop into important secondary advertising media, limiting print classified revenue growth."

• "Jargon"—This 72-page glossary of terms used in newspaper advertising, from "AAAA (American Association of Advertising Agencies)" to "zoned edition," was produced by the Standardization Task Force.

That panel has been working not only to make it easier to buy newspaper advertising but also to "facilitate communications between newspapers and their clients and between personnel in different disciplines within the plant," according to an accompanying letter from Task Force Chairman Joe D. Smith Jr., president of the Alexandria (La.) Daily Town Talk, and Sam S. McKeel, publisher of Philadelphia Newspapers Inc. and chairman of the subcommittee that developed the booklet.

• "Report from the Remote Entry Transmission Committee of ANCAM"—Also issued by the Standardization Task Force, it describes the remote-entry process through which advertising is transmitted from a remote personal computer over telephone lines directly into a newspaper's computer.

The report also discusses the ANCAM committee's recommendation that standard software codes be adopted for remote entry. It asks publishers and other newspaper executives to "urge software houses to develop programs that fit the standard specifications" recommended by the committee.

A copy of each report has been sent to all ANPA and NAB member newspapers. Additional copies are available for purchase through the NAB Promotion Department, 1180 Avenue of the Americas, New York, N.Y. 10036. □

Retailer drops daily ads after almost a century

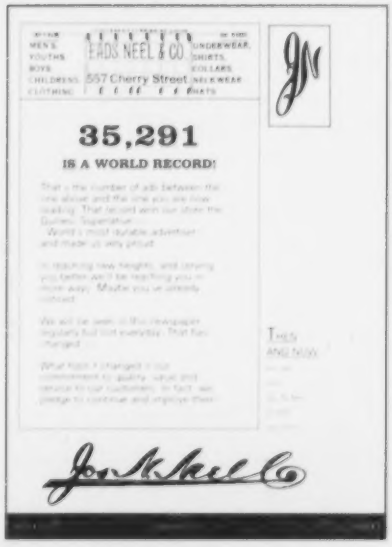
After nearly 100 years, the Jos. N. Neel Co. is no longer a daily advertiser in the Macon (Ga.) Telegraph and News.

"We didn't feel like we needed to be in the newspaper every day," said Roland H. Neel, chairman of the board of the downtown retail clothier that is listed in the *Guinness Book of World Records* as the "Most Durable Advertiser."

Neel said the decision "opens up a lot of money" to be put into advertising in other media, although most of the budget probably will still be spent for newspaper ads.

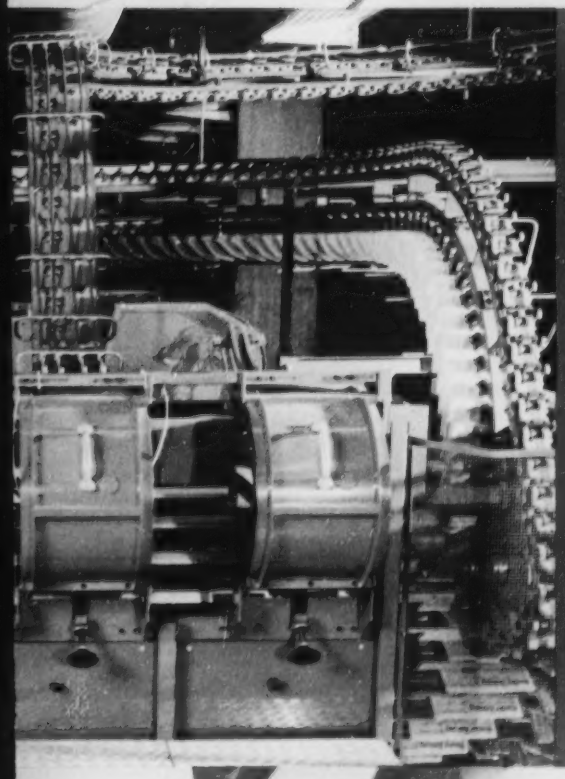
The last ad ran Aug. 16.

Exactly when the string of ads began is open to debate. One story in the newspaper's files says the store began running ads continuously, daily and Sunday, on Oct. 3, 1887. Then on Feb. 22, 1889, it placed its first ad in the upper left hand corner of Page 2, where all subsequent ads ran. The Guinness record book cites the latter date. Still another account from the newspaper's records puts the starting date sometime in 1890, which would coincide with the store's own count that it had placed a total of 35,291 daily ads. □


35,291
IS A WORLD RECORD!

The last daily ad run by the Jos. N. Neel Co. includes copy from its first ad and its claim to a world record.

Day after day, we insert our know-how into thousands of newspap throughout the world.



Our Rotosert automatic inserting system enables printing plants to achieve optimal production and economical performance in a wide variety of demanding situations. Inserting provides flexible new ways to structure the product, thus offering readers maximum service. The convincing argument is targeted information – for readers and advertisers alike.

Processing while conveying is the secret. It's the cornerstone of Ferag's systems engineering and your key to new markets.

Plan with Ferag from the top down – and turn your mailroom into a profit center.

·F·E·R·A·G·

FERAG INC., BRISTOL, PA. 19007
KEYSTONE INDUSTRIAL PARK, 190 RITTENHOUSE CIRCLE
TELEPHONE 215-788-0892, TELEX 834743

Immigration notice requested

Officials of the U.S. Immigration and Naturalization Service want newspapers to run a statement in their classified advertising sections alerting employers and potential employees of the requirements of a new immigration law.

The Immigration Reform and Control Act requires that anyone hired after Nov. 6, 1986, show proof of identity and proof of eligibility to work in the United States [**presstime**, July 1987, p. 68].

"We in INS are anxious to raise public consciousness regarding the responsibilities of both employers and employees under the new law," William B. Stubbs, executive director of the Office of Employer and Labor Relations, said. "We believe that if a statement such as this could appear along with classified advertising, it would be greatly helpful to persons looking for jobs and those who would be eventually hiring them."

Stubbs suggested the following language for such a statement: "A new immigration law affects everyone who changes jobs. Immediately after hiring, you must show your new employer proof of identity and of your eligibility to work in the United States. Remember: This applies to *everyone*—U.S. citizens and others authorized to work in this country. Employers should not fail to hire anyone because they sound or look foreign. See details in INS Handbook for Employers in your public library, or call toll free 1-800-777-7700."

Stubbs observed that some newspapers' classified sections already carry statements regarding the requirements of laws such as those governing equal housing opportunity. The INS "would be very grateful" if newspapers would "accord us the same service," he said.

However, while the equal housing opportunity statement or logo is required by federal regulations, the INS is asking newspapers to carry its message "as a public service." □

Many shoppers redeem coupons 'grudgingly'

A market research firm that studied consumers' behavior and attitudes toward cents-off coupons has found that although more people are redeeming more coupons, many are dissatisfied with the practice.

The study concluded that "a considerable proportion" of the people who redeem coupons do so "grudgingly," said the firm, Clayton/Curtis/Cottrell of Boulder, Colo. "They resent coupons, feel they are caught in a rising spiral of prices triggered by the coupons themselves, and that the only way to maintain a balanced food budget is to get involved in coupon redemption."

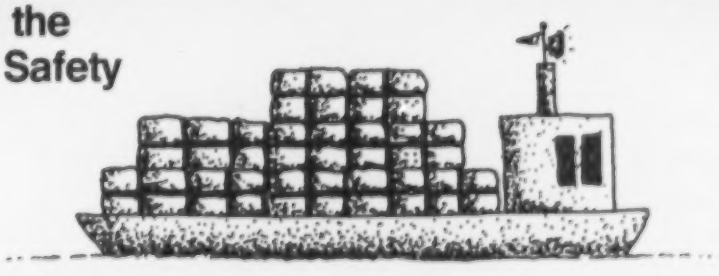
Researchers found that consumers blame the manufacturers who issue the coupons, not retailers, and that more than 75 percent of coupon users believe prices would go down if couponing ended.

The multifaceted study was conducted to project the future of the coupon industry in the next decade. □

Do you know where your waste is going?

You're invited to attend the 1987 ANPA Health and Safety Symposium.

October 29-30, 1987
Orlando Marriott
Orlando, Florida



Newspapers face increasingly complex responsibilities for hazardous waste and its disposal. This seventh annual ANPA Health and Safety Symposium will address issues of importance to all newspaper managers. This year's topics will cover such issues as:

- Waste Management
- Waste Recycling
- Waste Storage
- Waste Disposal
- Drug Testing
- AIDS Issues
- Newspaper Safety
- Superfund Cases
- Asbestos Regulations
- VDT Legislation Issues
- Latest OSHA and EPA Issues
- Hazard Communication Update
- Carpal Tunnel Syndrome
- Right-to-Know Issues
- Environmental Audits

The 1987 symposium brings you timely reports from experts in the newspaper industry and in the industrial and environmental health fields. The $375 registration fee covers admission to all symposium sessions, continental breakfast on both meeting days, a reception Wednesday evening and a luncheon on Thursday.

Call ANPA at (703) 648-1220 for more symposium information and a registration form.

Now you see him.

© 1986 Knight-Ridder, Inc.

Most people don't.

To many people, Walter is invisible. They've trained themselves not to see him.

They look the other way when Walter and other street people come into view.

The Philadelphia Inquirer wanted to bring these invisible Philadelphians into sharp focus for its readers.

Walter is a part of that invisible Philadelphia story.

His past is a stranger.

When it rains, he escapes in a box.

At night, he sleeps on steam vents on several streets in downtown Philadelphia. No one can ever remember seeing him washed and clean.

Many of these street people are a part of the bizarre phenomenon of the 1980s resulting from the deinstitutionalization of mental patients. In city after city, schizophrenics treat their torment daily by dulling their senses with all the alcohol they can get.

Stubble-chinned or bearded, bound in winter in ancient overcoats, they look like they've stepped out of the past. Ragged. Depression-era ghosts on modern streets.

Inquirer photographer Tom Gralish took to those streets to do a photo essay on downtown derelicts.

For the first week, he took no pictures. He worked on breaking down their highly developed sense of distrust for outsiders. Then, for five weeks, he shot 60 rolls of film, 2,160 pictures.

Selected photographs ran for more than 10 pages in the Inquirer. This is a fragment of that work.

Tom Gralish won the 1986 Pulitzer Prize for Feature Photography.

His pictures had graphically exposed a social policy which dumps the mentally ill on our cities' doorsteps and streets.

Considering the grim subject, many newspapers would never devote such an extraordinary amount of space to this kind of story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Format of ABC reports may be overhauled for first time in half a century

The Audit Bureau of Circulations is proposing to change significantly the format of its newspaper Audit Reports and its Publisher's Statements for the first time in 56 years.

"It's the first major revision to the ABC newspaper report format since Herbert Hoover was President," said Robert L. Burke, ANPA vice president/industry and public affairs. "It's an effort by ABC to continue providing reliable audits while at the same time making the reports easier to understand and use."

Many of the changes are in terminology, designed to make the reports more self-explanatory for buyers of newspaper advertising who may not be familiar with ABC jargon.

The ANPA Board of Directors was briefed on the proposal in September by one of its members, Edward W. Estlow, chairman of the ANPA/NAB-ABC Liaison Committee. The Board endorsed most of the proposed changes but has advised the ABC of its reservations about two of the proposals, Burke said.

The proposed changes are in four areas:

• **Total Average Paid Circulation.** The title of this section, Paragraph 1 A of both the Audit Reports and the Publisher's Statements, would be expanded to add a parenthetical explanation that all the circulation listed there goes to "individuals" and "designated recipients."

The ABC Board also is proposing that a newspaper may use only the data contained in Paragraph 1 A in comparing its circulation with that of other newspapers.

• **Group.** Within Paragraph 1 A, the category "Group: Mailed Subscription Special"—which covers copies that are purchased by a business for its employees—would be changed to "Group: Subscriptions by Businesses for Designated Employees."

Currently, only business and national newspapers are eligible to report circulation in this category, but under the proposal the category would be available to all papers. A newspaper would have to provide both names and titles for recipients. The ANPA Board told ABC that it believes either the name or the title would be sufficient, Burke said.

• **Average Bulk Sales.** This section would be renamed "Third Party (Bulk) Sales" and be moved from Paragraph 5 to Paragraph 1C, which puts it on the front page of the Publisher's Statement and in most cases the Audit Report as well. This would make it easier for advertising buyers to see all of the elements of a newspaper's paid circulation at a glance.

Newspapers would be required to indicate the four largest categories of their bulk sales from a list of standard descriptions, such as "Airlines—available for passengers" and "Hotels—available for guests." A fifth entry would cover all other bulk sales.

• **County Circulation.** Currently, national newspapers are exempt from the requirement to report circulation by county. That exemption would be eliminated. However, ABC members could request an individual exemption. The ANPA Board has expressed its opposition to this change because of the cost that would be involved in coast-to-coast, county-by-county reporting, according to Burke.

At its Aug. 12-14 meeting, the ABC Board approved the changes in principle. At its next meeting, Nov. 12-14 in San Francisco, it will consider taking the first step toward making changes in the ABC rules to implement them. A final vote to change the rules would be required thereafter.

The ABC Newspaper Division will discuss the proposals at its meeting Nov. 12.

At that meeting, the division also will elect three representatives to the ABC Board. The boards of ANPA and of the Newspaper Advertising Bureau have endorsed the three incumbent newspaper directors for re-election. They are: John O. Emmerich, editor and publisher of the Greenwood (Miss.) Commonwealth (representing newspapers with less than 15,000 circulation); Grover Friend, president of Calkins Newspapers, Levittown, Pa. (representing papers with circulations from 15,000 to 100,000); and William C. Green, publisher of the Huntsville (Ala.) Times and vice president of Birmingham News Co. (representing papers with more than 100,000 circulation).

In another development, the ABC Board extended for a year its suspension of the rule prohibiting same-day promotion of coupon values. Burke said it appears likely that the rule will be eliminated altogether a year from now. □

Carrier Day Oct. 10

Newspapers depend heavily on their carriers, hence, the theme of the 1987 International Newspaper Carrier Day: "They are the last link to firsthand information." The promotion is sponsored annually by the International Circulation Managers Association, which has distributed camera-ready logos to its members.

ZIP code reporting becomes more prevalent

A total of 210 North American newspapers now report their circulation to the Audit Bureau of Circulations by ZIP code or, in the case of Canadian newspapers, by Postal Code.

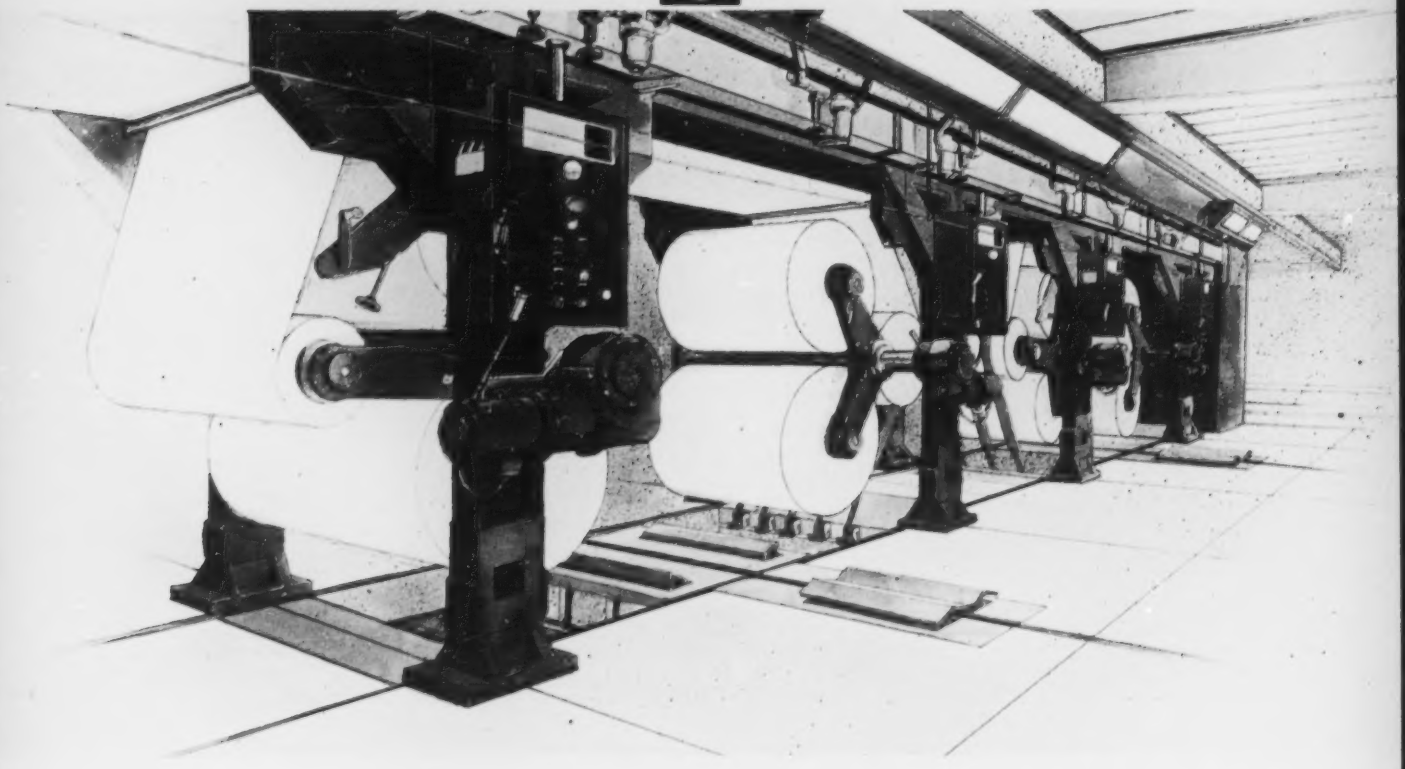
This is a net increase of 43 papers since Sept. 1 of last year, according to the ABC.

"Much of the growth in 1987 is due to increased awareness of the benefits of ABC's program," the bureau said in the introduction to its new "ZIP/Postal Code Case Book."

The publication contains interviews on why retailers want newspapers to report by postal code, why three newspapers decided to participate in the program and how one of them, The Milwaukee Journal, prepared for its first ZIP code audit.

Reporting by postal code is optional, and the procedure dates from the early part of this decade. Of the papers currently participating, two are Canadian dailies, two are U.S. weeklies, and the balance are U.S. dailies.

Copies of the publication are available from ABC's Communications Department, 900 N. Meacham Road, Schaumburg, Ill. 60173-4968. □



How to improve your paper's circulation

Improving your paper's circulation in your *reelroom* has been our business for over thirty-five years.

The Jervis B. Webb Company was one of the first companies to apply material handling technology to newsprint roll handling. Our systems currently operate in newspaper publishing facilities across the U.S. and Canada, transporting newsprint rolls from receiving docks to presses in the most timely, efficient manner possible.

Our success in newsprint roll handling stems from an in-depth working knowledge of newspaper production and an ability to offer the widest range of alternatives to satisfy production requirements. We can design single-source systems incorporating a wide range of Webb products, including Towveyor® floor conveyors, Prontow® Automatic Guided Vehicles, appropriate control systems and Webb-Triax® Automated Storage and Retrieval Systems. Webb engineers design each system with the material handling products necessary to handle the demands of the facility it serves.

Implementing the right newsprint roll handling system may be the first step towards achieving the efficiency and quality you need to increase your readership. Contact a Webb representative for a free brochure on the latest newsprint roll handling techniques and see what we can do to improve your paper's circulation.

Jervis B. Webb Company
World Headquarters, Webb Drive
Farmington Hills, MI 48018
313/553-1220

Plans set for first nationwide newspaper salary survey

Preliminary results of the first nationwide newspaper salary survey, which will be funded by ANPA, are expected to emerge in the spring of 1988, with the final report published in the summer. The survey is planned as an annual project.

The ANPA Board of Directors in September approved plans for the survey, which will be coordinated with many other newspaper associations [**presstime**, July 1987, p. 69]. Hervey A. Juris, professor of human resources management at Northwestern University's J.L. Kellogg Graduate School of Management, will supervise the survey. He will report to ANPA Executive Vice President Thomas C. Fichter.

Hervey A. Juris

Participating newspapers will receive detailed data that will enable them to compare their salary structures geographically, by circulation size and with the industry as a whole. A summary report may be publicly released.

Fichter said the collection, entering and processing of the data, and the production of reports, will be subcontracted to the Inland Daily Press Association. Juris and a compensation specialist will be working with Donald T. Beelow, Inland's director of research. Inland's headquarters is in Park Ridge, Ill., not far from Northwestern.

In the past, Fichter said, as many as 50 companies and associations, including Inland, have conducted annual salary surveys. About 350 newspapers participate in the Inland survey [**presstime**, Aug. 1984, p. 6].

"There is a growing belief that as many as 800 respondents could be encouraged to participate in a more comprehensive survey," Fichter said. "Aside from the greatly enhanced utility value, a nationwide survey could very likely eliminate much of the duplication inherent in the multiple-survey approach used now.

"We recognize that compensation directors to some extent like to have multiple sources of data for comparison purposes. We do, however, expect that enough of the 50 other groups conducting surveys now will participate in a joint survey to effect economies for the business and for the associations involved."

Inland charged a fee for participation in its salary survey, but the new survey will be free to participants. Inland Executive Director Ray Carlsen said he is optimistic that the goal of 800 participants can be reached. "As the database is expanded, the results become more valuable to the participants," he noted.

Carlsen said some Canadian dailies have participated in the Inland survey, and they are expected to take part in the new one.

Fichter, who described the survey as "ecumenical," said it will be open to non-ANPA member newspapers. About 65 different job descriptions will be identified, and the salary data will include bonuses.

An advisory group of newspaper compensation experts has been formed. "Because this is the first time a project of this magnitude has been undertaken, and because the scope of the project will depend in large part on the advice of the advisory group, it is difficult to determine precisely what the total costs will be," Fichter said. "However, we estimate that the annual cost will be in the $75,000 to $100,000 range."

Juris will retain access to the survey data and will work with ANPA in developing a continuing research agenda, and in developing potential continuing education programs for the industry as guided by ANPA's Human Resources Committee. □

Average '88 pay hike budgeted at 5.3 percent

White-collar pay increases in the printing/publishing sector and in U.S. industry as a whole are expected to average about 5.3 percent in 1988, according to a survey by a management consulting firm.

The survey of 2,500 firms, including several large newspaper companies, was conducted by William M. Mercer-Meidinger-Hansen Inc. John D. McMillan, managing director at the firm's Deerfield, Ill., office, said the projections reflect relatively low levels of inflation and the need to maintain business competitiveness.

In the executive category among all industries, actual increases in 1987 averaged 5.4 percent and are budgeted to be 5.3 percent next year. Increases for middle managers are also expected to decline slightly, from 5.2 to 5.1 percent.

In the non-exempt category, white-collar hourly employees are budgeted for a 4.9-percent increase next year, compared with an average of 5 percent paid this year. □

New York Daily News and two more unions agree on contracts

The New York Daily News has reached agreements with two more unions on new three-year contracts that could be the basis for wage settlements with eight other unions at the newspaper. The agreements are subject to ratification by the unions' memberships.

The contracts with the Newspaper and Mail Deliverers' Union, the largest union at the paper, and with Typographical Union No. 6 both provide for no pay increase the first year, a $26 a week increase in the second year and $36 the third.

In late August, members of Photoengravers' Union 1-P ratified a contract that left the wage package subject to agreements with the other unions.

In the process of renewing contracts that expired March 30, the Daily News has been seeking $30 million in concessions from the unions [**presstime**, May 1987, p. 96].

In the agreement with the Deliverers, the newspaper, owned by Tribune Co. of Chicago, agreed to increase its contribution to the union's health and welfare fund in exchange for additional cost savings to offset that adjustment. The company also agreed to pay $65,000 to drivers who resign.

Gregory L. Thornton, vice president/director of industrial relations, said the agreement with the drivers would save the newspaper $6 million a year. □

NLRB elections

Houston Chronicle, GCIU: Paper handlers voted 51-15 against further representation by Local 6 of the Graphic Communications International Union.
(NLRB Case No. 23-RD-599)

San Diego Union and Tribune, CWA: Mailroom "supplementers" voted 8-1 in favor of representation by Mailers' Union No. 75. The occasional employees, who supplement the workforce, are now included in the same unit as mailers and trainees.
(NLRB Case No. 21-RC-17930)

Scranton (Pa.) Tribune, Guild: Copy people and correspondents voted 9-1 in favor of representation by The Newspaper Guild. The union already represented other editorial department employees.
(NLRB Case No. 4-RC-16410)

Negotiations at an impasse in at least 10 cities

The Bakersfield Californian is the latest newspaper to declare an impasse in bargaining over a new labor agreement and to impose the company's last best offer on employees in the unit.

The action taken Sept. 10 in negotiations with The Newspaper Guild, commonly called "posting working conditions," follows a similar move taken by The Washington Post Aug. 18 in negotiations with the Guild.

The union represents editorial and commercial employees at both newspapers.

The contract in Bakersfield expired May 16, 1987. The Post earlier had canceled the terms of its Guild agreement, which expired July 9, 1986. Earlier this year, The Fresno (Calif.) Bee and The Sacramento Bee posted conditions after reaching an impasse with the Guild [**presstime**, Aug. 1987, p. 48].

The Guild has filed unfair labor practice charges with the National Labor Relations Board against the Post and The Sacramento Bee, but no complaints have been issued.

Members of other unions also are working under posted conditions at newspapers. Examples are: pressroom employees represented by the Graphic Communications International Union at The Virginian-Pilot and The Ledger-Star in Norfolk, the Fort Lauderdale News and Sun-Sentinel, and The Modesto (Calif.) Bee; composing room employees represented by the Communications Workers of America at The Anchorage Times, The Houston Post and the Fort Lauderdale dailies; and mailroom employees represented by the CWA at The State-Journal-Register in Springfield, Ill.

Labor specialists say the main reason for the recent increase in deadlocks is that a strike is no longer an effective weapon. "The notion of 'no contract, no work,' is of a bygone era," said ANPA Manager/Labor Relations Charles D. Cole. "The perception that employees are less inclined to strike if an impasse is reached has strengthened the resolve of management to hold firm to its bargaining demands." □

Two Canadian strikes end

Strikes by the Graphic Communications International Union that began last spring have ended at two dailies in Ontario, Canada.

The unrelated disputes were over renewal of labor agreements. Both newspapers continued publication during the walkouts [**presstime**, May 1987, p. 96].

The Cornwall Standard-Freeholder was struck April 2 by members of the Montreal local, which represents employees in the pressroom and another unit of commercial employees. The strike ended Aug. 28 with a negotiated settlement.

The Brampton Times was struck March 30 by two members of the Toronto local, which represents pressroom employees. There has been no picketing for months, and the company said it considers the union to have abandoned the unit. □

Arbitration awards

Detroit Free Press, Teamsters: Richard Mittenthal found a circulation district manager was protected under the labor agreement for the loss of $322 in company funds resulting from theft.

Detroit News, Guild: George T. Roumell Jr. found that reporters assigned to the newspaper's Lansing bureau were entitled to a guaranteed minimum mileage allowance.

Detroit News, Teamsters: Gabriel N. Alexander sustained the 10-day disciplinary suspension of a circulation district manager for insubordination to a supervisor.

Detroit News, Teamsters: Edwin R. Teple sustained the discharge of a circulation district manager for falsification of company records.

Long Beach (Calif.) Press-Telegram, Guild: William Levin ruled that a new group of circulation sales and marketing employees should not be added to the union's bargaining unit.

Middletown (N.Y.) Times Herald-Record, CWA: Herbert L. Haber sustained the discharge of a reporter for incompetency.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Complaint reinstated in bargaining over 'merit pay'

An NLRB complaint against The Cincinnati Enquirer in a case involving bargaining over "merit pay" has been reissued.

Local 9 of The Newspaper Guild charged that the newspaper—by insisting that wages be based solely on merit—violated the Taft-Hartley Act during negotiations for an initial labor agreement covering newsroom employees. The union sought to negotiate a minimum wage scale.

NLRB Regional Director Emil C. Farkas issued a complaint against the paper in 1986, but it was subsequently withdrawn. The Guild appealed the action to NLRB General Counsel Rosemary M. Collyer [**presstime**, March 1987, p. 63].

Granting the appeal, Collyer directed Farkas to reissue the complaint and schedule a hearing before an administrative law judge. The hearing is scheduled to begin Oct. 27.

(The Cincinnati Enquirer Inc., Case No. 9-CA-23190) □

Newspaper union prevails in free-speech case

The California Court of Appeal upheld the right of a newspaper union to distribute literature in a shopping mall.

The court ruled that the right to hand out leaflets about a labor dispute with The Daily Republic of Fairfield was protected as free speech under the state's constitution.

The union involved is the Northern California Newspaper Organizing Committee, which was certified by the NLRB in 1984 to represent a unit of all non-supervisory employees at the newspaper. The court case grew out of the union's efforts to inform the public through distribution of leaflets about the Republic's refusal to bargain with it [**presstime**, March 1986, p. 58].

An NLRB order that the newspaper bargain with the union was upheld by the 9th U.S. Circuit Court of Appeals, but to date, no agreement has been reached.

(Northern California Newspaper Organizing Committee v. Solano Associates, CCA No. AO 32887) □

Canadian election

Editorial employees of The Winnipeg (Manitoba) Sun have voted to be represented by the Media Union of Manitoba, which is affiliated with the Communications Workers of America. □

GCIU sued for damages in wake of Montreal lockout

The owner of The Gazette of Montreal, its publisher and 18 foremen are suing the Graphic Communications International Union for activities related to the lockout of pressmen and maintenance workers there.

Southam Inc., Publisher Clark W. Davey and the foremen contend in their suit that the union's picket signs, without justification, have accused them of employing "scabs" in violation of the Quebec Labor Code, which forbids the hiring of replacement workers.

The plaintiffs are seeking $400,000 (Canadian) in damages. Named as defendants are the union and 13 of its officers.

Their suit, filed in Quebec Superior Court, said the union had painted the word "scabs" on the newspaper's building and issued press releases accusing them of violating the law. It also said the union and its officers had distributed leaflets in the neighborhoods where the foremen live, describing them as scabs.

GCIU President James J. Norton said the international union will support its members in Montreal "as long as necessary to obtain a satisfactory settlement. That's an absolute. The resources in our defense fund are very, very adequate."

The pressmen and maintenance workers were locked out July 10 after Local 41M of the GCIU refused to accept proposals for new scheduling clauses. The lockout was a pre-emptive move against a threatened strike by the union [presstime, Aug. 1987, p. 50].

In another development, GCIU-represented mailroom employees, who had been observing the pressmen's picket line, struck the newspaper Aug. 14 when their labor agreement expired.

But daily publication is continuing, with the work of the 250 locked-out employees and strikers being performed by supervisory and managerial personnel.

Employees represented by The Newspaper Guild and the Communications Workers of America are continuing to work. □

Newspaper's check of union official ruled proper

The NLRB general counsel in Washington, D.C., has upheld a regional director's refusal to issue a complaint against the Providence Journal Co. for investigating the background of a union official.

General Counsel Rosemary M. Collyer said that the appeal, brought by Local 41 of The Newspaper Guild, was denied "substantially for the reasons set forth" in the acting regional director's letter and that further proceedings were "unwarranted."

The acting director, Michael F. Walsh, had found no evidence that the investigation into the background of the Guild's new interim administrator violated the Taft-Hartley Act. Walsh said the investigation extended only to the educational background and employment history of the administrator, a person the company could reasonably expect to be dealing with in the course of bargaining [presstime, July 1987, p. 69]. □

Guild denied appeal over drug testing

An appeal by The Newspaper Guild of the Twin Cities over the drug-testing policy of the Star Tribune of Minneapolis was rejected by the NLRB general counsel.

The union, arguing that the Star Tribune unlawfully refused to bargain over the policy, had appealed an NLRB regional director's refusal to issue a complaint against the newspaper.

But General Counsel Rosemary M. Collyer agreed with Regional Director Ronald M. Sharp that the dispute should be resolved under the grievance and arbitration procedures in the Guild's labor agreement with the newspaper [presstime, June 1987, p. 99].

The drug-testing policy took effect in January as part of medical examinations required of all job applicants.

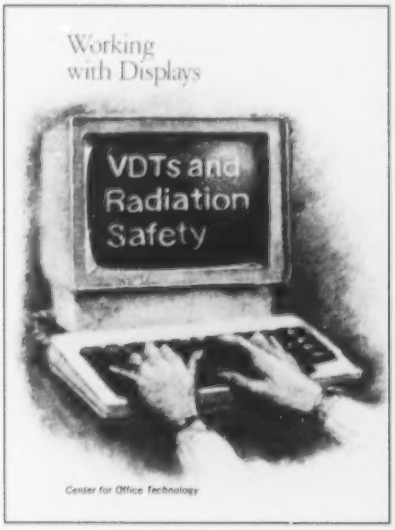
(Minneapolis Star and Tribune Co., NLRB Case No. 18-CA-9938) □

COT publishes new booklet on VDT safety

The Center for Office Technology in Washington, D.C., has issued a new booklet that provides users of video display terminals with information on radiation.

VDTs, like other electrical devices, give off a small amount of electromagnetic radiation. The booklet, "Working with Displays: Radiation Safety," explains why most scientists have concluded that the level of radiation emitted from VDTs is not harmful.

The publication discusses the various types of radiation and the "extremely low frequency" and "very low frequency" electromagnetic fields. It notes that considerable



research on the effect of ELF and VLF fields has been done, and will continue, but that no scientific data to date has demonstrated a link between the fields produced by VDTs and any harmful biological effect on humans [presstime, Sept. 1987, p. 62].

Up to 10 copies of the 14-page booklet can be obtained free; additional copies are 25 cents each. Contact COT, 1801 K St., NW, Suite 905, Washington, D.C. 20006; (202) 452-9060. □

Recent contract settlements

Boston Globe, GCIU, Teamsters: Three-year agreements covering pressroom employees, photoengravers, mailroom employees and delivery department personnel; retroactive to Jan. 1, 1987.

Indianapolis Star and News, GCIU: Five-year agreement covering paper handlers and pressroom employees; retroactive to June 1, 1987.

(Details in October 1987 ANPA Labor & Personnel Relations Letter.)

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Newspaper trainers share experiences

When trainers and other human-resources specialists get together to talk about their experiences and frustrations, their problems and solutions, the exchange of information rises to unusually high levels.

That was apparent Sept. 16-19 when more than 60 specialists in newspaper human resources, including two dozen full-time training and development managers, met for the eighth Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association.

Program topics at the meeting in Baltimore ranged from training youths in the art of selling subscriptions, to outdoor team-building experiences for executives.

On the latter point, Nedra Weinstein, assistant manager of organization development and training at The Washington Post, said that groups of employees who have to rely on each other in an office environment can profit immensely from roughing it together outdoors.

The trainers heard publishers and other newspaper executives outline what is expected of them. One of the most important jobs for a trainer, said Reg Murphy, president and publisher of The Baltimore Sun, is to instill front-line supervisors with leadership and management skills.

Another speaker, Diana M. Zinda, advertising director of the Sunpapers, said trainers "can contribute to the bottom line" by improving staff performance. She stressed the importance of giving new managers training on how to supervise people.

Along that same line, Geoffrey M. Bellman, author of *The Quest for Staff Leadership*, explained how managers in staff positions can develop leadership qualities. Managers tend to follow maps, he said, while leaders tend to "navigate by the stars."

The newspaper attendees themselves had plenty of suggestions for their peers. "We need to know more about our customers' businesses," said Beth E. Farber, advertising sales trainer for the Star Tribune of Minneapolis.

Judy Shay, training manager for The San Diego Union and The Tribune, described a 22-hour program, divided into half-day sessions, for developing the platform skills of line managers so they can become better trainers.

Peter Block, an organization development consultant, empathized with the trainers in their efforts to gain acceptance within their organizations and to build credibility. He said people make a career of training because they are visionary and value-driven. "You are advocates much like newspapers themselves."

But obstacles can get in their way. For one thing, the newspaper business has a tradition of autocratic leadership, said Block, author of *The Empowered Manager*. In some cases, he said, the business "advocates for the community what it has a hard time doing within itself." —*Clark Newsom*

New Executive Development Program joins API's seminar schedule

Four sessions of a new Executive Development Program are among the 36 seminars scheduled next year by the American Press Institute in Reston, Va.

The new program will include a computerized management simulation that will enable executives in teams of five to publish a simulated daily newspaper over a simulated six-year period.

In addition to the 36 seminars, six regional workshops for reporters and copy editors will be held. Dates and sites will be announced in January.

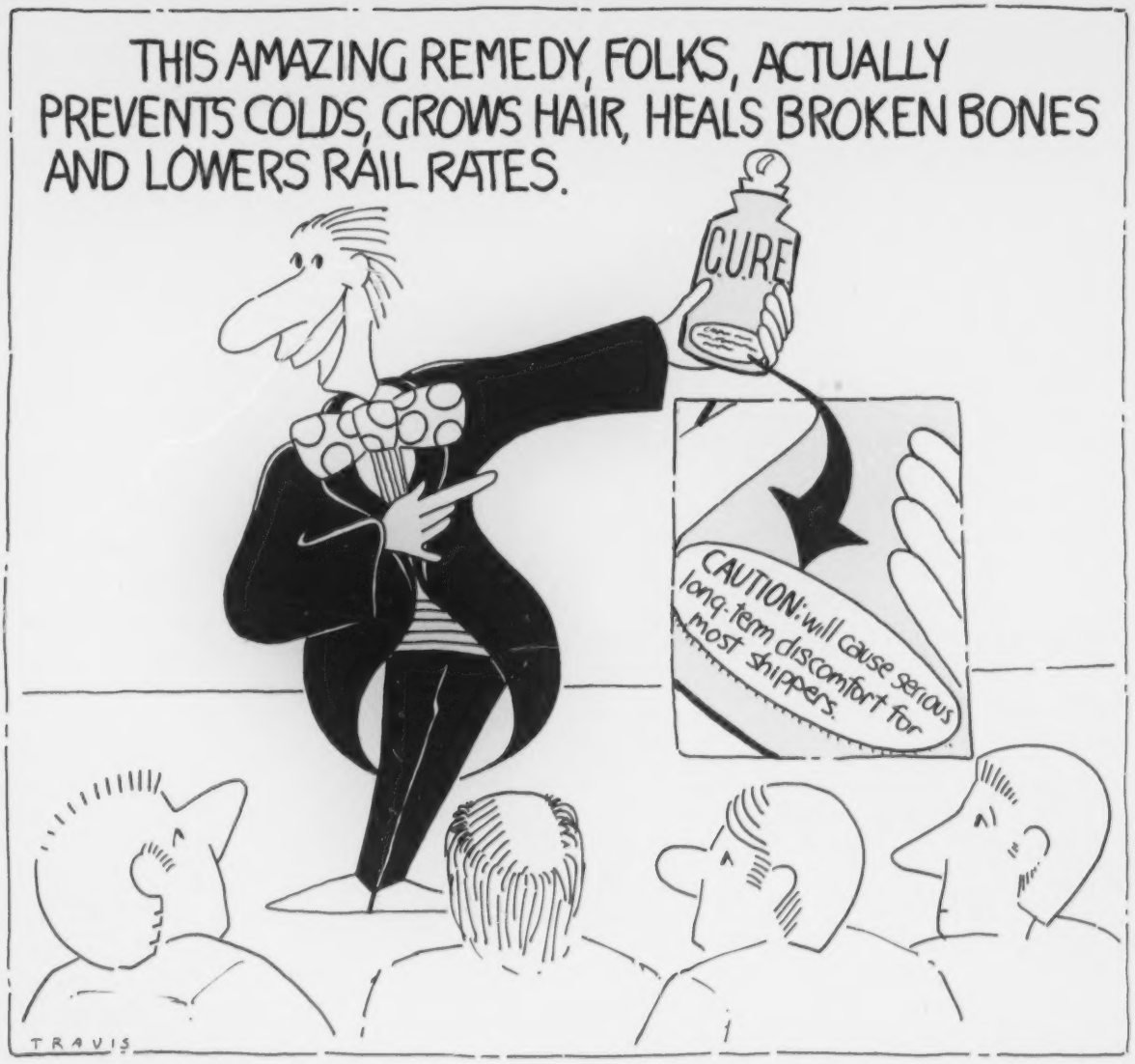
Thirty-three of the seminars will be for daily newspapers and three for weeklies.

One seminar (denoted by an asterisk in the list below) will be held in Toronto, and two (denoted by double asterisks) will be in California:

- **City and Metro Editors** (for newspapers over 75,000 circulation), Jan. 10-20
- **Editing the Weekly Newspaper,** Jan. 10-15
- **Newspaper Design and Graphics,** Jan. 17-22
- **Circulation Managers,** Jan. 24-Feb. 3
- **Classified Advertising Managers,** Jan. 24-30
- **Developing Management Skills,** Feb. 7-12
- **Executive Editors and Managing Editors** (for newspapers under 75,000 circulation), Feb. 14-24
- **Executive Development Program** (for newspapers over 75,000 circulation), Feb. 28-March 4
- **Marketing the Daily Newspaper,** March 6-11
- **News Editors and Copy Desk Chiefs,** March 13-23
- **Weekly Advertising Executives,** March 13-18
- **Management and Costs** (for newspapers over 75,000), March 20-30
- **Newspaper Production and New Technology,** April 10-15
- **Circulation Sales and Marketing Strategies,** April 10-15
- **Sports Editors,** April 17-27
- **Executive Editors and Managing Editors** (for newspapers over 75,000 circulation), April 24-May 4
- **Feature and Lifestyle Editors,** May 1-7
- **Advertising Executives** (for newspapers over 75,000 circulation), May 8-13
- **Executive Development Program** (for newspapers under 75,000 circulation), May 22-27
- **Management of the Weekly Newspaper,** June 5-10
- **Management and Costs** (for newspapers under 75,000 circulation), June 12-22
- **Developing Management Skills** (at Toronto), June 19-24*
- **News-Editorial Management for Non-News Executives,** June 19-24**
- **City and Metro Editors** (for newspapers under 75,000 circulation), Sept. 18-28
- **Executive Development Program** (for newspapers over 75,000 circulation), Sept. 25-30
- **Advertising Executives** (for newspapers under 75,000 circulation), Oct. 2-12
- **Journalism Educators,** Oct. 2-7
- **Executive Development Program** (for newspapers under 75,000 circulation), Oct. 9-14
- **News Editors and Copy Desk Chiefs,** Oct. 16 26
- **Human Resources Management,** Oct. 30-Nov. 4
- **Promoting the Daily Newspaper,** Nov. 13-18
- **Circulation Managers,** Nov. 27-Dec. 7
- **Business and Economic News Coverage,** Dec. 4-9
- **Suburban and Community News Coverage,** Dec. 4-9**
- **Effective Writing and Editing,** Dec. 11-16
- **Editorial Page Editors and Writers,** Dec. 11-16

Tuition for the Executive Development Program has been set at $1,500. All other tuitions remain unchanged from 1987: $715 for a nine-day seminar, $625 for six days and $575 for five days.

To participate, an applicant must be nominated by a newspaper's principal executive. For more information, contact William L. Winter, 11690 Sunrise Valley Drive, Reston, Va. 22091. □


THIS AMAZING REMEDY, FOLKS, ACTUALLY PREVENTS COLDS, GROWS HAIR, HEALS BROKEN BONES AND LOWERS RAIL RATES.
C.U.R.E.
CAUTION: will cause serious long-term discomfort for most shippers.
TRAVIS

If you thought snake oil salesmen were a thing of the past, listen again to a group called Consumers United for Rail Equity (C.U.R.E.).

C.U.R.E. claims it has just the remedy for those who ship by rail. What they don't tell you is that the stuff they're hawking does more harm than good.

C.U.R.E.—a curious name for an organization funded primarily by the coal and utility industries— proposes extensive new regulation of railroads through legislative "reform" of the Staggers Rail Act of 1980. That's the same Act that rescued freight railroads from a century of over-regulation in the first place. And while C.U.R.E.'s proposals would lower rail coal rates for its principal supporters, they'd clearly leave everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It's no surprise that C.U.R.E.'s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don't want to see the Staggers Act changed.

When you think about it, C.U.R.E.'s pitchmen have turned it all around. Reregulation isn't the remedy; it's the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.'s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

If you're a journalist covering this story, you'll find that the facts support the argument that a good dose of free markets is far healthier for the railroads and their customers than C.U.R.E.'s snake oil.

To get facts, write Rail Remedy, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 712. Or if you're up against a deadline, call (202) 639-2555.

ASSOCIATION OF AMERICAN RAILROADS

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Consumption climbs again in August

Newsprint consumption by all U.S. users was 2.6-percent higher in August than in August 1986. For the first eight months of 1987, the increase from last year was 2.3 percent.

Consumption by U.S. daily newspapers increased 2.5 percent in August and 3.3 percent for the eight-month period.

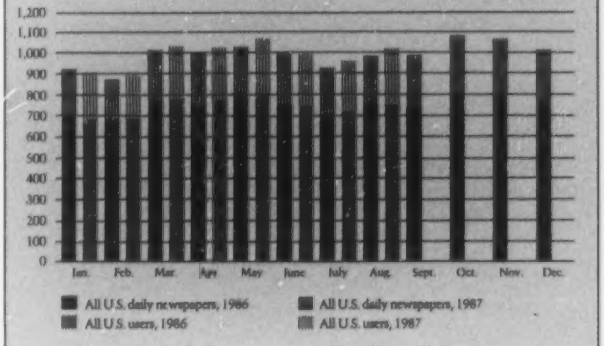
Newsprint inventories of newspapers in ANPA's statistical sample averaged 43 days' supply at the end of August, one day less than a year earlier. North American mill stocks were 19.3-percent below the year-earlier level.

The Canadian mills' operating rate in August was 98 percent and for U.S. mills, it was 92.3 percent.

Shipments from Canadian mills to the United States decreased by 0.8 percent in August, while U.S. domestic shipments increased by 3.4 percent. Canadian shipments within Canada increased by 9.3 percent.

Overseas shipments decreased by 6.6 percent at Canadian mills and 29.3 percent at U.S. mills.

Estimated newsprint consumption, 1986-1987 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	July 1987(r)	July 1986	% Change
Northeast	182,128	169,742	+ 7.3
North Central	154,048	147,295	+ 4.6
South	221,876	216,792	+ 2.3
West	162,187	150,507	+ 7.8
Circulation Size			
up to 25,000	59,191	46,149	+ 28.3
25,001-100,000	149,298	144,427	+ 3.4
Over 100,000	511,750	493,760	+ 3.6
July totals	720,239	684,336	+ 5.2
Seven-month totals	5,232,444	5,057,422	+ 3.5
Region	**August 1987(p)**	**August 1986**	**% Change**
Northeast	192,646	185,591	+ 3.8
North Central	161,147	157,192	+ 2.5
South	235,555	234,863	+ 0.3
West	168,579	161,491	+ 4.4
Circulation Size			
up to 25,000	62,473	52,695	+ 18.6
25,001-100,000	155,173	156,191	-0.7
Over 100,000	540,281	530,251	+ 1.9
August totals	757,927	739,137	+ 2.5
Eight-month totals	5,990,371	5,796,559	+ 3.3

Estimated consumption of all U.S. users

	1987	1986	% Change
June totals	996,326(r)	995,527	+ 0.08(r)
July totals	967,736(r)	931,431	+ 3.9(r)
August totals	1,023,280(p)	997,342	+ 2.6(p)
Eight-month totals	7,942,239(p)	7,761,791	+ 2.3(p)

Production

	Canada	U.S.A.	North America
August 1987	825,657	452,045	1,277,702
August 1986	779,848	440,777	1,220,625
Increase	+ 45,809	+ 11,268	+ 57,077
	+ 5.9%	+ 2.6%	+ 4.7%
Eight months 1987	6,454,089	3,500,161	9,954,250
Eight months 1986	6,171,928	3,405,759	9,577,687
Increase	+ 282,161	+ 94,402	+ 376,563
	+ 4.6%	+ 2.8%	+ 3.9%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1987	567,536	94,938	122,659	785,133
August 1986	571,835	86,894	131,271	790,000
Eight months 1987	4,642,120	755,089	1,007,970	6,405,179
Eight months 1986	4,426,607	717,095	944,542	6,088,244
Increase	+ 215,513	+ 37,994	+ 63,428	+ 316,935
	+ 4.9%	+ 5.3%	+ 6.7%	+ 5.2%
From U.S. mills				
August 1987	428,782		20,602	449,384
August 1986	414,537		29,153	443,690
Eight months 1987	3,300,728		202,916	3,503,644
Eight months 1986	3,159,731		216,116	3,375,847
Increase or decrease	+ 140,997		-13,200	+ 127,797
	+ 4.5%		-6.1%	+ 3.8%
From North American mills				
August 1987	996,318	94,938	143,261	1,234,517
August 1986	986,372	86,894	160,424	1,233,690
Eight months 1987	7,942,848	755,089	1,210,886	9,908,823
Eight months 1986	7,586,338	717,095	1,160,658	9,464,091
Increase	+ 356,510	+ 37,994	+ 50,228	+ 444,732
	+ 4.7%	+ 5.3%	+ 4.3%	+ 4.7%

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
June 1987	885,171	40(r)	7(r)
June 1986	868,923	41	6
July 1987	931,330	40(r)	7
July 1986	892,127	39	6
August 1987	912,228	37(p)	6(p)
August 1986	892,786	38	6
Canadian mills			
August 1987	326,114	—	—
August 1986	374,081	—	—
U.S. mills			
August 1987	45,591	—	—
August 1986	86,407	—	—

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Survey details rising demand, worldwide capacity growth

Newsprint demand in the United States increased slightly last year—from 11.7-million metric tons in 1985 to 11.8 million tons, according to an annual survey by the Canadian Pulp and Paper Association. Japan accounted for the world's second-greatest demand, 2.9-million tons.

Survey results, published in CPPA's "Newsprint Data '86" booklet, also showed that Sweden led the world last year in growth in newsprint capacity, with a net increase of 220,000 metric tons.

The Soviet Union was second, up 160,000 tons, followed by Britain, up 135,000. By comparison, capacity grew by 65,000 tons in the United States and by 35,000 tons in Canada.

Canada was first in production with 9.3 million tons. The United States was second at 5.1 million and Japan was third at 2.6 million.

The United States was the leading importer of newsprint, bringing in 7 million tons. Britain was second at 1.1 million and West Germany third at 821,000.

Canada was the top exporter—8.2 million tons, compared with 1.4-million tons for second-place Sweden and 1.1 million for third-place Finland.

Among other facts contained in the 27-page report:

- World newsprint demand reached 29 million tons, an increase of 3.1 percent over 1985. World demand was 90.3 percent of capacity, compared with 89.5 percent in 1985.
- World capacity reached 32.1 million tons, a 2.2-percent increase from the previous year.
- U.S. newsprint producers increased their share of the U.S. market to 40.4 percent, compared with 39.9 percent in 1985. The increase was at the expense of manufacturers in Canada and other non-Scandinavian countries.

A limited number of copies of the report are available from ANPA's Newsprint and Transportation Department at The Newspaper Center in Reston, Va. □

William D. Rinehart, ANPA vice president/technical, shows a difference in kenaf and wood-pulp newsprint. The wood-pulp sample, top, from the final edition of The Washington Star Aug. 7, 1981, has yellowed from acidity caused by lignin, a wood-fiber binder. The kenaf sample, from a Dec. 5, 1979, press run at The Yuma [Ariz.] Daily Sun, has better maintained its appearance. Both samples were kept in a dark closet at ANPA.

NEWSPRINT NOTES

- MacMillan Bloedel Ltd. will spend $6 million at its mill in Powell River, British Columbia, to **upgrade a newsprint machine** that has been idle since 1985. The 65,000-metric-tons-a-year machine is scheduled to be started up next January.

- Abitibi-Price Inc. is competing with a group of unidentified publishers to **build a newsprint mill** in Venezuela. Abitibi officials said that if the company is not chosen for the project, it will consider adding a second newsprint machine at its mill in Iroquois Falls, Ontario.

- The names of Ontario Paper Co. Ltd. and Q.N.S. Paper Co. have been changed to **Quebec and Ontario Paper Co. Ltd.** The company has newsprint mills located at Thorold, Ontario, and Baie Comeau, Quebec.

- Imperial Trust Company of Montreal has **sold its 100-percent interest** in the St. Raymond, Quebec, mill to Donald J. McDougall, president of St. Raymond Paper Inc. since 1984.

Parliament acts to end rail shutdown

Canadian railroads were back in service in late August after Parliament passed legislation ending a five-day national strike.

The legislation directed railroads and their unions to abide by the terms of expired contracts until new conditions can be set by an arbitrator.

Major issues in the strike included job security, removal of cabooses from freight trains and use of outside contractors in place of railroad personnel [presstime, Sept. 1987, p. 45]. □

Greyhound wants to restore some rural service

Greyhound Lines Inc. has completed the acquisition of Trailways Lines Inc. and has reduced combined bus routes by 5.1 percent [presstime, Aug. 1987, p. 54].

But Greyhound has begun a nationwide effort to resurrect some rural service dropped by both lines in recent years.

Under the program, vans from federally funded rural transportation agencies will help deliver people and packages to Greyhound bus terminals in a hub-and-spokes arrangement patterned after that of commercial airlines. □

Group tries to buy Southern Pacific

The Railway Labor Executives Association is looking for financing to buy the Southern Pacific Transportation Co. from the Santa Fe Southern Pacific Corp.

SFSP, a holding company that controls both the Southern Pacific and the Atchison, Topeka & Santa Fe railroads, has been ordered by the Interstate Commerce Commission to sell at least one of the two [presstime, Aug. 1987, p. 54]. □

Seaway strike possible

Lock operators and maintenance workers employed by the St. Lawrence Seaway in Canada voted to strike. But by late September, no strike date had been set, as negotiations continued between the St. Lawrence Seaway Authority and the Canadian Brotherhood of Railway Transport and General Workers.

The last strike by Canadian Seaway workers took place in 1968 and lasted 24 days. □

Flexo activity picks up speed

Newspaper interest in flexography, high all year, has intensified in the nearly four months since ANPA/TEC '87 in Las Vegas.

Evidence of that comes in many forms:

• The San Francisco Newspaper Agency, which prints the San Francisco Chronicle and San Francisco Examiner, purchased 22 flexo units from Publishers Equipment Corp., some new and some converted. Delivery is scheduled for early 1989.

• The Macon (Ga.) Telegraph and News purchased a nine-unit flexo press with a 3:2 folder and four halfdecks from Motter Printing Press Co. The two flexo units Motter used in live demonstrations at ANPA/TEC will be delivered to Macon by the end of the year, with the rest to follow in 1988.

• PEC sold flexo presses—one of five units and another of six units—to two newspapers in the same group. George Derby, PEC vice president/marketing, said the newspapers asked that their identities be withheld for now.

• The Rocky Mountain News in Denver will buy flexo presses to replace letterpress presses, although the vendor has not yet been selected, according to Ralph E. Eary, director/production of the newspaper's parent company, Scripps Howard. He said it is hoped the press units can be purchased in time to be on line sometime in 1989.

That brings to 17 the number of U.S. newspapers that have purchased flexo or are still testing the process.

The Providence Journal and The Evening Bulletin are now printing with the first six of 18 flexo units ordered from Windmoeller and Hoelscher. When the installation is complete, scheduled for next spring, the Providence papers will become the first completely flexo newspaper operation in the United States or Canada.

Fort Wayne (Ind.) Newspapers Inc. is scheduled to receive a MAN Roland flexo shipment in December. In January, MAN Roland is scheduled to deliver flexo units to The Wichita Eagle-Beacon, Lancaster (Pa.) Newspapers Inc. and The Charlotte (N.C.) Observer [**presstime**, Feb. 1987, p. 56].

In December 1988, The Blade of Toledo will receive a Goss flexo press from the Graphic Systems Division of Rockwell International. A second press is scheduled for delivery there a year later.

Motter's sale to Macon was its second of a complete flexo press. The first came during the summer to the Evansville, Ind., newspapers.

The Evansville purchase represented Scripps Howard's first full commitment to flexo. Eary, a member of the ANPA Technical Committee's new Flexographic Printing Task Force, said flexo testing since last December has gone well at the Knoxville (Tenn.) News-Sentinel, and two more flexo units and a halfdeck are being ordered for the plant there. The flexo units are being used to print both Scripps Howard's The News-Sentinel and the independently owned Knoxville Journal.

With the orders for flexo presses building up, delivery time is now about two years and could increase, manufacturers told **presstime**.

"I think that's why you're seeing what I would term a buying frenzy. People are coming out of the woodwork," said Robert J. Mrak, vice president/flexo newspaper group for North America Cerutti Corp. "People have begun to realize that if they need a press by a certain time, they must make a decision and buy now. They're worried a significant increase in orders will lengthen the lead time."

However, Mrak said he is "somewhat chagrined" that Cerutti, an Italian firm, has not yet sold a flexo press to a U.S. or Canadian newspaper. "All we can do is keep knocking on doors and letting people know about our product."

At Motter, James C. Leatham, director/marketing and sales, said the Evansville and Macon sales have gone a long way to solidify the company's credibility in the newspaper industry. "This legitimizes us as a press supplier to newspapers," he said. "We've been a respected supplier to the commercial printing industry for a long time, but we needed those sales to newspapers."

All of the manufacturers interviewed said they sense newspapers no longer are as concerned with whether the flexographic process works. Problems such as plate plugging have not been completely eliminated, but the general feeling is progress is being made and the problems will be resolved.

And so, rather than focusing so much on whether the process works, newspapers are evaluating equipment from different companies to determine what best suits their needs, the vendors said.

"The situation is not dissimilar to the introduction of offset at newspapers," said Derby of PEC. "Some people jumped right in while others were a bit apprehensive and waited to see what would happen. After the first few installations, it became more and more acceptable. That's what's happening to flexo these days." □

ANPA research chemist John T. Moynihan (right) demonstrates process of turning soybean oil into ink for a Cable News Network crew. CNN Science Editor Charles B. Crawford (partially seen at left) reported on ANPA's soybean oil ink project for the network's "Science and Technology Week" program that ran Sept. 10, 12 and 13.

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ANPA to hold flexography symposium; manual planned on materials evaluation

An ANPA symposium on flexography is being planned for next March in Atlanta. It will be the first Association-sponsored seminar devoted entirely to this latest form of newspaper printing.

ANPA has sponsored pressroom symposiums, such as the one this month in Chicago, but they also cover offset and letterpress printing.

The flexography symposium is the brainchild of the new Flexographic Printing Task Force of the ANPA Technical Committee. The committee and its nine task forces met Sept. 2-3 at The Newspaper Center in Reston, Va., as did the ANPA/TEC '88 Arrangements Committee.

Task force Chairman Jerry S. DeHimer, director/operations of The Providence Journal Co., said the group proposed the symposium because of the "tremendous interest" among newspapers in flexographic printing. The Providence papers have been pioneers in the field. (See story, p. 16.)

The tentative program includes segments for newspaper users of flexography and for vendors of flexographic equipment and supplies.

The flexo task force was spun off from the Direct and Offset Printing Developments Task Force. That panel was reconstituted as the Letterpress & Offset Printing Developments Task Force.

During their semiannual meetings in Reston, other task forces also worked on long- and short-range projects.

The Quality Evaluation Task Force said its next project will be preparation of a new manual to help newspapers evaluate materials such as printing plates, blankets, ink, newsprint and fountain solutions.

The new manual will be called ANPA/TEST and is scheduled for distribution next spring. Production employees will be able to use the manual to measure such properties as ink viscosity and newsprint opacity or brightness against suggested standards, said Charles R. Blevins, chairman of the task force.

The manual will be in a loose-leaf notebook format and categorized by material. Blevins, vice president/production for Gannett Co., said the task force hopes to update the information annually.

ANPA/TEST will be a companion to other ANPA reference works published recently as part of the newspaper industry's drive to improve printing quality.

The others are the *Guide to Quality Reproduction*, for which the task force recommended a third printing; ANPA/CHECK, a booklet newspapers can use to evaluate their printing quality against suggested standards; and *ANPA-COLOR™ AD-LITHO®/AdPro®, Vol. 7*, the new offset and letterpress ink book.

ANPA has not yet established standards for flexographic inks. The flexo task force

Roth discusses ANPA-prepared report.

and the Newspaper Ink Study and Research Task Force—estimating that more than 100 flexo printing units will be in use at newspapers within the next three years—proposed that such standards be formulated by an informal group of ANPA research chemists, flexo users and ink company representatives.

In other developments:

• The Post-Press Packaging and Distribution Task Force decided to send a report on post-press automation to vendors. The report, prepared by Nhac (Pete) Nguyen, ANPA research engineer, focuses on how preprints can be stored and handled with maximum efficiency and speed. It should be viewed as "a thought stimulator, an introduction to the problems and the opportunities in newspaper packaging and distribution," said Ralph S. Roth, chairman of the task force and vice president/technology for Knight-Ridder Inc.

The task force is planning a third symposium in its subject for October 1988.

• The Environmental and Ink Study & Research task forces reported that ANPA is investigating potential options for disposal of waste soybean oil-based ANPA-INK®. They include solidifying the ink for landfill disposal, emulsifying it for discharge to public sewers and septic fields, incinerating it or recycling it.

Fourteen ink companies are now licensed to manufacture ANPA-INK, and more than 50 newspapers have tested it—including The Cedar Rapids Gazette, which is using the color ink exclusively [*pressstime*, July 1987, p. 80].

Michael Stern, chairman of the Environmental Task Force and production manager for Syracuse Newspapers Inc., also said work continues on the *ANPA Guide to Newspaper Waste Mangement*. Release to members is scheduled for early next year. □

TECHNOLOGY NOTES

• Integrated Newspaper Systems has **acquired Creative Data Systems**, a supplier of business and production software for newspapers. INS is a joint enterprise of E.M. Warburg, Pincus & Co., a venture capital group, and Ingersoll Publications Co. of Princeton, N.J.

Dann Kroeger, founder of CDS, said the Overland Park, Kan., firm "needed larger capital resources in order to develop the next generation of products."

• The San Jose Mercury News and The Scranton (Pa.) Times are the **first U.S. newspapers to purchase Hell Graphic Systems' Newsplan**. Newsplan is a page-design system that combines text and four-color graphics. It also can be used to colorize black-and-white line art and to create and position color borders.

In San Jose, the system is being used on the editorial side, and in Scranton in both the editorial and advertising departments.

• Gannett Co. will add **printing sites for USA Today** next year in Atlanta, Salt Lake City and near St. Louis.

That will bring the number of sites to 33, 11 of which are contract printers. The remainder are operated by Gannett Offset and by Gannett newspapers around the country.

• The **National Printing Equipment and Supply Association** has moved its headquarters from McLean, Va., to Reston. The new address is 1899 Preston White Drive, Reston, Va. 22091.

The 57-year-old organization represents about 250 graphic arts manufacturers and suppliers and sponsors trade shows.

Ink companies seek certification under new ANPA color book

As of Sept. 15, 63 of 212 ink samples submitted to ANPA had been certified as meeting the specifications prescribed in *ANPA-COLOR™ AD-LITHO®/AdPro®, Vol. 7*, the new color ink book for newspapers that took effect in August. (See chart at right.)

Ink companies have been sending samples to ANPA for run-of-paper color certification since June, and about two of every three fail tests for hue and pigment strength the first time tested, according to H. Wilson Cunningham, analytical chemist for the Association. On the second round of tests, about three of four pass, he said.

The color ink book has specifications for 12 certified colors for offset printing and for letterpress printing—eight basic colors and four new spot colors. The eight basic colors are used in producing 38 blends. Exact formulations for those blends are found in the new color book.

Newspapers are encouraged to buy certified versions of the four new spot colors. "The spot color blends listed in the book are approximations which will be much more transparent than the manufactured spots," said George Cashau, ANPA director/technical research.

At the pace testing is proceeding, Cunningham believes that certification will be completed early in 1988.

Companies that have not yet submitted samples are invited to do so. Upon written request, ANPA will send them samples of ink for the purpose of matching, a list of approved pigments and the specifications for the new inks.

Inks that do not meet ANPA's suggested standards may not provide the same level of print quality as inks that do [presstime, Aug., 1987, p. 56], according to ANPA's Cashau. Newspapers are encouraged to use the approved inks in order to ensure consistent and high quality color reproduction, he said.

Equally important, Cashau said, is for newspapers to continue to submit samples of certified inks to ANPA for ongoing testing.

Orders are still being accepted for the ink book. The cost is $50 per copy for one to nine copies or $45 for 10 or more copies. Orders may be sent to the ANPA Technical Services Department at The Newspaper Center in Reston, Va. □

Inks certified as meeting ANPA-COLOR™ standards
(as of Sept. 15, 1987)

Company	AD-LITHO® (Offset) Ink Number	AdPro® (Letterpress) Ink Number
J.M. Huber Corp.	70, 72, 73, 74, 75, 76, 77, 701, 703, 704	70, 72, 73, 74, 77, 701, 703, 704
Flint Ink Corp.	71, 72, 74, 75, 702, 703	70, 71, 72, 73, 74, 75, 77, 701, 702, 703
General Printing Ink	70, 75, 76, 77	70, 74, 75, 77
U.S. Printing Ink Corp.	70, 74, 75, 76, 77, 701	70, 74, 75, 76, 77, 701
Morrison Printing Ink Co.	704	73
The Ink Co.		72, 77, 704
Northern Printing Ink Co.	72, 75, 76, 701	

Key to chart

Basic colors		Spot colors	
70=Mixing white	74=Medium red	701=Reflex blue	703=Bright orange
71=Process blue	75=Bright red	702=Shamrock green	704=Opaque red
72=Process red	76=Cerise		
73=Process yellow	77=Deep purple		

Nashua Telegraph buys Crosfield 2500 system

The Telegraph Publishing Co., which owns the Nashua (N.H.) Telegraph, has purchased the first full Crosfield 2500 pagination system from Crosfield Data Systems.

Six VAX-based Wizard terminals will be used for news and classified pagination as well as for display advertising makeup.

Also part of the system are 50 personal computers that can stand alone or be linked with other PCs in a network. □

TECHNOLOGY CALENDAR

• **IFRA '87**, an annual European newspaper conference and exposition, will be Oct. 12-15 at the RAI Exhibition Centre in Amsterdam.

• **Composition Technologies,** typography seminars sponsored by the National Composition Association, will be conducted twice—Oct. 13-14 at Infomart in Dallas and Nov. 9-10 at the Key Bridge Marriott in Arlington, Va.

• ANPA's **Pressroom Options IV** technical symposium will be Oct. 19-21 at the Hyatt Regency O'Hare in Chicago.

• A Graphic Arts Technical Foundation seminar, **"Color Reproduction: How Color is Perceived from Transparency to Press Production,"** will be Oct. 24 at the Stouffer Concourse Hotel in Arlington, Va.

• **The Folio Show,** an annual publishing conference and exposition, will be Nov. 2-6 at the New York Hilton at Rockefeller Center.

• **Web Offset Press Operating and Troubleshooting,** a GATF seminar, will be conducted on two occasions—Nov. 5 at the Quality Inn in Towson, Md., and Nov. 7 at the Franklin Plaza Hotel in Philadelphia.

• **Graph Expo '87,** a graphic-arts equipment exposition, will be Nov. 15-18 at McCormick Place in Chicago.

• **Color Separation and Electronic Scanning,** a GATF seminar, will be Nov. 21 at the Charlotte (N.C.) Marriott City Center.

• **Print Outlook '88** will be Dec. 9-10 at the Crystal Gateway Marriott Hotel in Arlington, Va.

• **The Digital Image,** a series of digitized image processing seminars sponsored by the National Composition Association, will be Dec. 10-11 at the Hyatt on Union Square in San Francisco.

• **The 1988 Microcomputer Graphics Show and Conference** will be Dec. 16-18 at the Javits Convention Center in New York City.

Press monitor system offers many advantages

A new pressroom computer system developed by the Pittsburgh Press Co. is providing multiple benefits. It has reduced waste and spoils, cut down on overruns and underruns, and given the company the means to analyze press failures and simplify repairs, company executives say.

The Pressroom Control System was developed over a two-year period and put into daily use last year. Daniel F. Persiani, the company's director of data systems, described it as "an efficient, state-of-the-art system that supplies a constant monitoring and update on all (press) run activity."

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"The menu-driven software allows for fast and reliable press condition assignments," he said. "Once the proper information is put into the system, it is generally self-sufficient. The system does allow for human intervention to ensure maximum personnel safety and efficient production of the newspaper product."

Persiani said the system works this way:

Prior to a press run, an operator uses keyboard commands to enter into the system all information regarding the press run. The software provides menus on the operator's computer screen, making the assigning of the presses to a group easier and faster. After all the selections have been made, the electrical department is told which press units need to be powered for the run.

Production personnel monitor the press run's progress on video display terminals and display monitors. Information, which is updated constantly, includes the average paper-per-hour speed for each press or group of presses, estimated time to complete the run, and which presses are running and which ones aren't.

The system can make necessary adjustments automatically when problems arise. In addition, the system operator at any time can selectively stop a press or alter the number of copies ordered for the run. At the end of the run, it shuts down the presses.

Persiani said the system "not only monitors its own downtime but also counts and stores the number of red-light occurrences"—instances when the presses stop because of such things as web breaks—"and the total minutes of red-light time caused by the mailroom."

The pressroom office has the controlling VDT. Another VDT in the computer office is used to update the software as necessary. Monitors are located in the production office, mailroom and pressroom.

The system also collects data during the run for use in production reports, including start-up and shut-down time, production downtime, and the amount of paper waste and the reason for its occurrence. Printouts are provided daily.

The Pittsburgh Press Co. publishes The Pittsburgh Press, a Scripps Howard paper, and prints the Pittsburgh Post-Gazette under a joint operating arrangement. □

Editor's note. This story was submitted in response to ANPA Technical Committee requests that newspapers share innovative technical ideas others might find useful. Send submissions to Rosalind C. Truitt, technical writer, pressetime. *The Newspaper Center, Reston, Va.*

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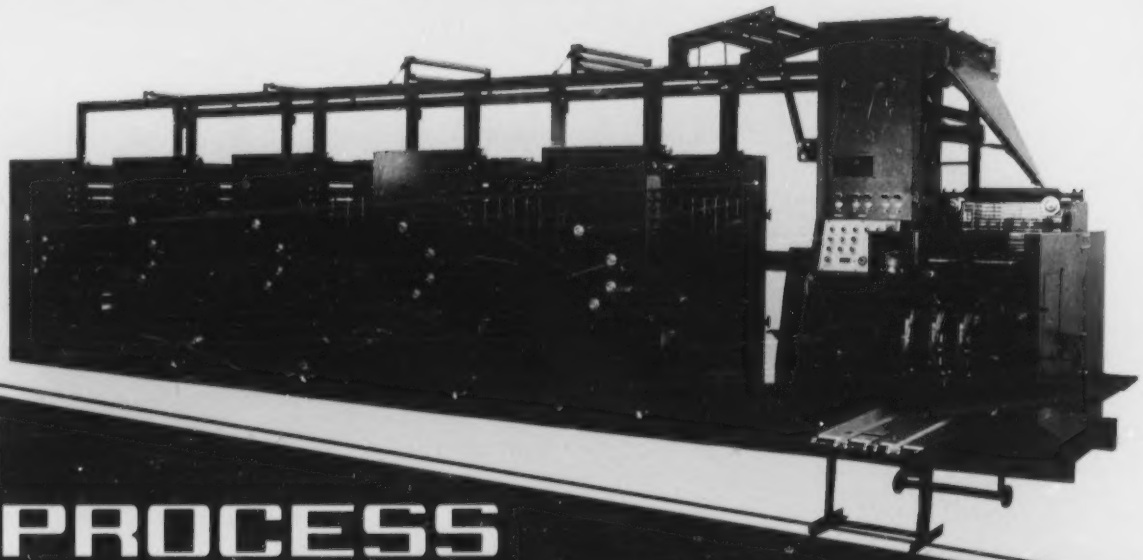

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Singleton goes on buying binge

BUSINESS ROUND-UP

Newspaper entrepreneur William Dean Singleton dominated the acquisition game in September by running two successful Post patterns. Within a five-day period, he announced agreements to purchase The Houston Post and The Denver Post for prices totaling $245 million, much of it leveraged through various financing arrangements.

Singleton's MediaNews Group Inc., which he formed in 1983 with New Jersey newspaper and newsprint executive Richard Scudder, agreed to pay $150 million cash plus future "revenue incentive" payments for The Houston Post, and $95 million in cash and notes for The Denver Post.

The latest moves further demonstrate Singleton's penchant for buying—at relatively low cost—the trailing dailies in cities with competitive newspapers and depressed economies, in the belief that he can turn other newspaper companies' headaches into sweet dreams.

Current circulation at The Houston Post is 309,400 weekday mornings and 356,424 on Sunday, down from five years ago when it circulated 376,455 daily and 436,659 on Sunday. During the same period, the Houston Chronicle lost circulation on weekdays, when it publishes both mornings and afternoons, but gained on Sunday. The weekday loss was from 419,869 to 406,084; the Sunday gain was from 502,654 to 531,528.

The all-day Chronicle was bought earlier this year by The Hearst Corp. Singleton was one of the unsuccessful bidders for the property [presstime, June 1987, p. 130].

In the Denver market, the Post has lost daily circulation but snatched a sizable share of the Sunday market from its competitor, the Rocky Mountain News. The Post has 229,731 circulation on weekday mornings and 415,250 on Sunday; in 1982, it had 256,257 and 358,265, respectively. Circulation for Scripps Howard's Rocky Mountain News has risen from 321,693 to 345,778 on weekday mornings, and from 346,886 to 379,984 on Sunday.

The 36-year-old Singleton's plunge into big-city newspaper ownership began last year with his purchase of the Dallas Times Herald, which has been running behind The Dallas Morning News in a fierce battle for readers and advertisers.

With the latest purchases, MediaNews Group will own 28 dailies selling about 1.3-million copies on weekdays, making it the 11th largest newspaper group in the country, according to Morton Research at the Washington, D.C., securities firm of Lynch, Jones & Ryan. Only last January, with combined circulation of 658,100, it was the 21st largest group.

The announced prices to be paid would translate into about $484 per subscriber for The Houston Post and about $413 per subscriber for The Denver Post.

But analyst John Morton estimated that the financing terms agreed to by The Times Mirror Co. in the sale of The Denver Post were so favorable that the deal is really worth about $70 million, or $300 per subscriber. Such prices are low compared with the average yardstick of $900-$1,600 per subscriber.

Media General Inc. of Richmond, Va., put up $25 million of the cash for the Denver purchase and has an option to buy 40 percent of that paper. The remaining $70 million was extended as notes by Times Mirror. That Los Angeles-based media firm will retain ownership of the downtown land and buildings, which it will lease to MediaNews Group.

In the Houston sale, The Toronto Sun Publishing Corp. also struck a deal with Singleton for a future payment. It will be made on March 31, 1993, and be based on the gross revenues of The Houston Post over a five-year period ending Dec. 31, 1992. Under the arrangement, Sun Publishing will receive $1.25 for each dollar of additional revenue over an annual base equal to 1987 revenues.

Texan Singleton and partner Scudder could benefit from more than an upswing in the Texas economy. The purchase means

Guy Gannett Publishing Company of Portland, Maine, has acquired

Minnesota Suburban Newspapers, Inc.

(19 non-daily newspapers in the Minneapolis/St. Paul area with total circulation of 297,000)

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that the Post could share some publishing expenses, such as newsprint and ink stocks, with the Dallas Times Herald, and advertisers could be offered the opportunity to buy space in both papers at one rate, said William J. McCluskey, vice president of Henry Ansbacher Inc., an investment banking firm that represented Singleton in the transaction.

Also in September, Singleton merged two of his New Jersey dailies. The North Jersey Herald News of Passaic (evening, circulation 45,283) and The News of Paterson (morning, 37,000) became The North Jersey Herald & News, centered in Passaic. The papers had been publishing jointly on Saturday and Sunday since July.

In other newspaper-business news:

• MediaNews Executive Vice President **John Buzzetta** is resigning that position to launch his own acquisition efforts, which began Sept. 23 with an agreement to purchase The Scranton (Pa.) Tribune (morning, circulation 37,222) for an undisclosed price from the Goodman family. The paper trails The Scranton Times (evening, 58,062).

Buzzetta, who will continue to serve as a consultant to MediaNews, formed a new holding company, MediaOne Inc., for this and future acquisitions. MediaNews will have an option to buy 40 percent of MediaOne, according to a spokeswoman for Henry Ansbacher Inc., which represented Buzzetta.

• Owners of **The Scranton Times** acquired The City Paper, a free alternative weekly in Baltimore, for an undisclosed price. The free paper's circulation more than quintupled in the past five years, from about 16,000 to 87,000.

• The **federal tax rate** for publicly traded newspaper companies dropped an average of about 3.6 percent in the year since the government changed the corporate tax structure, according to figures published in Morton Research's Newspaper Newsletter. "This lower tax rate has contributed about one-third of the industry's approximately 30 percent increase in net income in the first six months of this year," said the newsletter, published by analyst John Morton's research team.

Strong pretax growth accounted for the remaining income boost, the newsletter said. The average effective tax rate for the companies decreased from about 50.7 percent in the first half of 1986 to 47.1 percent in the first half of 1987, according to the analysis.

• **Times Mirror** directors voted to increase the number of shares of common stock in the company and to create two new classes of stock with different voting rights. Shareholders are scheduled to vote Nov. 30 on the proposal.

The move was partially intended to strengthen the power of shareholders, particularly the Chandler family that controls 32.7 percent, against any unwanted takeover. Times Mirror Chairman Robert F. Erburu said no such attempt is evident.

Under the plan, the number of authorized shares would increase from 80 million to 550 million.

Holders of existing common stock, which would increase to 300 million shares, would have one vote per share. The plan would create 100 million shares of Class B common stock, with one-tenth vote per share, to finance future acquisitions without diluting the voting power of existing shareholders.

Also newly authorized are 150 million shares of Class C common stock. It would have 10 votes per share, would not be publicly traded and would be distributed to current shareholders, with transfer restricted to family members or other "closely affiliated parties."

• Sept. 15 marked the fifth anniversary of **USA Today's** first publication date. Amid the Gannett Co.'s hoopla, certain benchmark figures emerged. Average daily paid circulation has increased from 362,879 two months after the paper was launched to 1.3 million at the end of March.

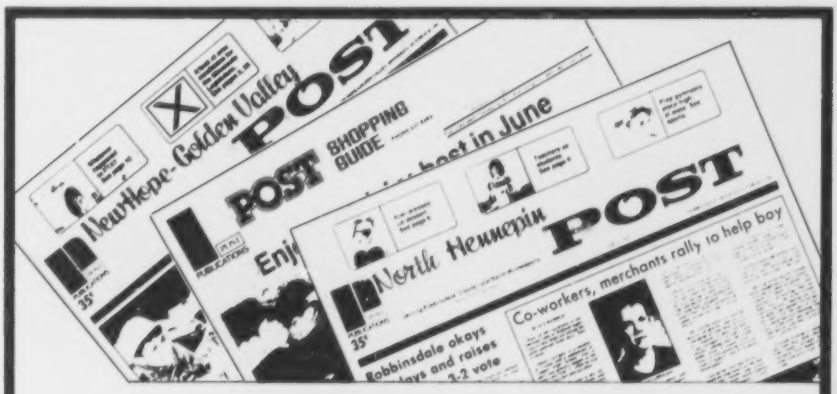
The company projected gains to 1.6 million, including bulk sales, by the end of September, when it planned to raise ad rates by 12 percent.

Average daily advertising pages increased from less than seven in 1983 to more than 15 this year.

• The **Press-Telegram** of Long Beach, Calif., signed on to print "Dodger Blue," an official publication of the Los Angeles Dodgers, through the end of the 1988 baseball season. The contract then may be renegotiated.

The 32-page tabloid appears in the newspaper on the first and third Mondays of each month. The previous 14,000 subscribers to "Dodger Blue" continue to receive their copies by mail, accompanied by that day's Press-Telegram.

Newspaper executives said they see the contract as a way to offer readers additional sports information. —*Mary A. Anderson*



Guy Gannett Publishing Company
of Portland, Maine, has acquired

Post Publishing Company, Inc.

(5 non-daily newspapers and 4 shopping guides
in the Minneapolis/St. Paul area
with total circulation of 254,000)

From LeRoy Westerlund and Gary L'Herault

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Bomb threat prompts action

Several newspapers took precautions after receiving a message over the Los Angeles Times-Washington Post News Service about a letter-bomb threat addressed to newspaper managing editors.

According to George J. Cotliar, managing editor of the Los Angeles Times, the newspaper's Washington bureau was telephoned in late August by a woman who said she was sending a letter bomb to the managing editor of the Times and to other, unnamed, managing editors around the country.

Although he did not know whether there was any validity to the recent threat, Cotliar sent an advisory out over the Times-Post wire and also alerted the Associated Press and United Press International.

Times security personnel began screening Cotliar's mail. And several other newspapers also acted. William L. Bland, loss prevention manager for the Miami Herald Publishing Co., alerted local postal officials and circulated the wire message "to the appropriate people." The Boston Globe also notified postal authorities, advised its staff to be on the lookout for suspicious-looking envelopes and moved "bomb blankets" up to its mailroom, according to G. Frank Mahoney, safety and security manager. □

Glimmer of hope seen for El Mundo

There appeared to be a slim possibility in late September that El Mundo of San Juan, Puerto Rico, would reopen under new ownership.

The unprofitable Spanish-language daily closed Aug. 30 in its 68th year after a prospective buyer failed to reach an agreement on a new labor contract with the Puerto Rico Newspaper Guild. The Guild, the only union in the plant, represented about 400 employees from all departments at the newspaper, which had a circulation of about 100,000.

Pedro González Ramos, president of El Mundo Inc., could not be reached for comment, but The San Juan Star reported Sept. 22 on negotiations described as "difficult" and "very doubtful" involving the Guild and Héctor González, a prospective buyer.

There are four dailies left in San Juan, three in Spanish and the English-language Star. □

Changes in command

The **National Association of Black Journalists**, at its annual convention Aug. 18-23 in Miami, elected the following new officers:

- *President*—DeWayne Wickham, Gannett News Service
- *Vice President/Print*—Gayle Pollard, Los Angeles Times
- *Vice President/Broadcast*—Pam Moore, WBZ TV, Boston
- *Secretary*—Sheila Detrick, The Dallas Morning News
- *Treasurer*—Thomas Morgan III, The New York Times
- *Parliamentarian*—William W. Sutton Jr., Nieman Foundation, Cambridge, Mass.

Ad expenditures up for first six months

For the first half of 1987, expenditures for newspaper advertising were up 10.2 percent from the year before, according to estimates from the Newspaper Advertising Bureau.

All three categories tallied increases, with classified leading the way with a 16-percent increase to $5.3 billion; retail was up 8.1 percent to $7.1 billion, and national up 3 percent to $1.8 billion.

"Classified is performing better than we had thought," said NAB President Craig C. Standen. Retail and national expenditures have been about what NAB had expected, he said. "The business overall is very healthy this year."

However, he added, the figures represent a "national average," and newspaper performance "does vary by region." □

Other acquisitions

Hollinger Inc. of Toronto, through its American Publishing Co. subsidiary, acquired The Neosho (Mo.) Daily News, circulation 6,036; The Decatur (Ind.) Daily Democrat, circulation 5,866; The Daily Register, Harrisburg, Ill., circulation 7,092; the Constitution-Tribune of Chillicothe, Mo., daily circulation 5,660; and The Morning News of Blackfoot, Idaho, daily circulation 5,899.

Park Communications Inc. of Ithaca, N.Y., acquired the South Idaho Press of Burley, daily circulation 6,393, from Cowles Media Co. of Minneapolis.

Marshall Settle of Chickasha, Okla., acquired The Tiller and Toiler of Larned, Kan., daily circulation 2,549. □

'Shoe' **By Jeff MacNelly**

HOW DO THOSE NEW CIRCULATION FIGURES LOOK, CHIEF?
NONE OF YOUR BUSINESS!!
WHAT WAS THAT ALL ABOUT?
I THINK IT WAS HIS WAY OF TELLING ME I'M OUT OF THE POLICY LOOP.
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WHEN IT COMES TO POLLUTION CONTROL, MANY NEWSPAPERS ARE IN OVER THEIR HEADS.

Dan Sells, Vice President of Newspaper Sales at Western Lithotech, explains a new concept in cost-effective pollution control.

Dan, what is this concept?
Well, it involves two systems: Envirotech clean chemistry and a special processor called Eliminator.* And together, they are the best available technology for additive plate processing.

How do they work?
First, they're designed to work exclusively with Western Lithoplater® plate processors. Envirotech is a new, odorless developer and finisher chemistry — so clean it meets tough government regulations.

Then our new Eliminator system is connected to the Lithoplater processor, removing solids from effluent waste. So what goes down the drain is safe and virtually clear.

So what happens to the solid waste?
It's easily disposed of by your waste haulers.

Give me three good reasons why a newspaper needs the Envirotech and Eliminator Systems.
Here are four: EPA, OSHA and state regulations *and community responsibility.*

The big question: Just how much can these new systems save me?
Plenty! Consider the alternatives: government fines of up to $10,000 a day; possible shutdowns; personal injury suits; or designing an approved system of your own.

What about switching to a subtractive plate system?
It's less expensive to use Western. No start-up costs, personnel retraining or lost production time, and not all subtractive plate chemistries comply with EPA and OSHA guidelines.

What about other environmental additive chemistry on the market?
They just don't do the job, because additive plate processing produces polluting sludge. Our Eliminator makes all the difference. Remember, it's not just the chemistry which must pass government regulations *...it's what goes down the drain.*

The Choice is Clear.
For complete technical information, call 1-800-325-3310 (in Missouri, 314-225-5031). Or write Western Lithotech, 3433 Tree Court Industrial Boulevard, St. Louis, MO 63122.

*Patent Pending

PERFORMANCE PLATE SYSTEMS™
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Speeches

Richard J.V. Johnson

Bruce W. Sanford

Stephen Lacy

Carolyn Martindale

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Changing Role of Women in the Newsroom
Richard J.V. Johnson, president and publisher, Houston Chronicle. Houston Chapter of the Society of Professional Journalists, Sigma Delta Chi, Aug. 4

From Newsracks to Ad Taxes: Commercial Speech and the New Silence
Bruce W. Sanford, attorney, Baker & Hostetler, Washington, D.C., Scripps Howard Business Conference, Denver, Aug. 23

Education in Journalism-Mass Communication: Where We Are and Where We Should Be Going
Richard R. Cole, dean, School of Journalism, University of North Carolina, Chapel Hill. Southern Newspaper Publishers Association symposium on journalism education, Atlanta, June 22

The Power of Information: The Incremental Economic Strength of a Country
Robert W. Galvin, chairman, Motorola Inc., Schaumburg, Ill. National Computer Conference keynote address, Chicago, June 15. (Or see Aug. 15, 1987, Vital Speeches of the Day, 389 Highway 17 By-Pass, Box 1247, Mount Pleasant, S.C. 29464.)

From the National Association of Black Journalists annual convention, Miami, Aug. 18-23:

The Small-town Newspaper: A Place to Grow Minority Owners As Well As Minority Reporters
Loren Ghiglione, editor and publisher, The News, Southbridge, Mass.; remarks made in receiving the Ida B. Wells Award

The Bicentennial of the Constitution: From a Racial Perspective
Judge A. Leon Higginbotham Jr., 3rd U.S. Circuit Court of Appeals

The Road to Parity for Minority Electronic Journalists
Ernie J. Schultz Jr., president, Radio-Television News Directors Association, Washington, D.C.

From the Association for Education in Journalism and Mass Communication annual convention, San Antonio, Aug. 1-4:

Trading Places: Reader Reactions to the Knoxville Newspapers' Cycle Switch
Associate Professor M. Mark Miller and graduate students Shu-Ling Chen and Stephen E. Everett, College of Communications, University of Tennessee, Knoxville

Evidence of a "Failing Newspaper" Under the Newspaper Preservation Act
Robert G. Picard, associate professor, Manship School of Journalism, Louisiana State University, Baton Rouge

The Impact of Intercity Competition on Daily Newspaper Content
Stephen Lacy, assistant professor, School of Journalism, Michigan State University, East Lansing

Changes in Newspaper Images of Black Americans
Carolyn Martindale, director/journalism program, English Department, Youngstown (Ohio) State University

ANPA Calendar

OCTOBER

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Oct. 5-7

ANPA Human Resources Committee meeting
Sheraton Premiere, Tysons Corner, Va., and The Newspaper Center, Reston, Va., Oct. 6-7

ANPA Foundation Newspaper in Education Instructor Training Seminar
Xerox Training Center, Leesburg, Va., Oct. 6-9

ANPA Minority Opportunity Committee meeting
The Newspaper Center, Reston, Va., Oct. 7

ANPA Legal Affairs Committee meeting
The Baltimore Sun, Oct. 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Baltimore, Oct. 8-9

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill, Washington, D.C., Oct. 14-15

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Frontenac, Quebec City, Oct. 15-16

ANPA presstime Advisory Committee meeting
The Dallas Morning News, Oct. 19

ANPA Pressroom Options IV Symposium
Hyatt Regency O'Hare, Chicago, Oct. 19-21

ANPA Web Offset Newspaper Press Operation Seminar
The Newspaper Center, Reston, Va., Oct. 19-23

ANPA Telecommunications Committee meeting
Park Hyatt, Washington, D.C., Oct. 22-23

ANPA Newsprint Committee meeting
Four Seasons, Vancouver, British Columbia, Oct. 26

ANPA Newsprint Committee/ CPPA Newsprint Section meeting
University of British Columbia, Vancouver, Oct. 27

ANPA Labor Relations Seminar
Westin Hotel, Seattle, Oct. 28-30

ANPA Convention Arrangements Committee meeting
Fairmont Hotel, San Francisco, Oct. 29

ANPA Health and Safety Symposium
Orlando Marriott, Oct. 29-30

NOVEMBER

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Nov. 2-6

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Omni Georgetown Hotel, Washington, D.C., Nov. 9-11

ANPA Executive Committee meeting
ANPA Office, National Press Building, Washington, D.C., Nov. 9-10

ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee meeting
Fairmont Hotel, San Francisco, Nov. 11

Management Skills for Newspaper Promotion Workshop sponsored by ANPA and the International Newspaper Marketing Association
The Knickerbocker, Chicago, Nov. 16-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Nov. 16-20

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Trade Winds, St. Petersburg, Nov. 30-Dec. 2

ANPA Web Offset Newspaper Press Operation Seminar
The Newspaper Center, Reston, Va., Nov. 30-Dec. 4

ANPA

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Friedheim named ANPA president; Fichter, Maguire also promoted

Three senior ANPA staff members were promoted in early September by the ANPA Board of Directors.

Jerry W. Friedheim, who had served as executive vice president since joining the ANPA staff in 1975, became ANPA president.

Thomas C. Fichter, formerly senior vice president, became executive vice president.

W. Terry Maguire, who had been vice president/general counsel, became senior vice president.

All three will continue their present responsibilities—Friedheim as chief operating officer of the Association, Fichter as deputy chief operating officer and chief financial officer, and Maguire as general counsel and chief government relations officer.

"We are extremely pleased to recognize with these new titles the distinguished service of these three executives to the newspaper business of North America, and to recognize their demonstrated professionalism as ANPA plans for future years of effective service," said George W. Wilson, president of the Concord (N.H.) Monitor and the Association's top elected official. Previously ANPA chairman and president, he continues as chairman.

© David Rambo

ANPA leaders are (from left) Fichter, Vice Chairman Arthur Ochs Sulzberger, Chairman George W. Wilson, Friedheim and Maguire.

Friedheim said: "The structure of the ANPA staff is, of course, designed—and whenever necessary adapted—to provide the maximum possible responsiveness and flexibility to the elected Officers, Directors and member newspapers in execution of the Association's programs and policies. We believe this new structure furthers that goal, and all of us on the staff value greatly our opportunity to join in the work of advancing a free press in our free society."

Fichter is a 26-year ANPA employee who started his career with the Association as an accountant. Maguire joined the Association in 1979 as associate general counsel. □

Membership survey is on tap

ANPA is embarking on a comprehensive membership survey—its first in a decade.

"This is an excellent opportunity for us to get feedback from the membership about all aspects of ANPA's services," said Association Treasurer Lloyd G. Schermer, chairman of ANPA's Membership Study Task Force and chairman and chief executive officer of Lee Enterprises Inc., Davenport, Iowa. "This information will help us not only improve what we are doing to meet present needs, but also be a guide for the allocation of resources to meet future problems of the industry."

At its Sept. 9-10 meeting, the ANPA Board of Directors approved the task force's recommendation that the study be done and that The Gallup Organization Inc. of Princeton, N.J., be retained to conduct it for approximately $85,000. (See **Chairman's Corner**, p. 4.)

Gallup will develop questionnaires through a process of focus groups and telephone interviews involving newspaper executives.

The questionnaires will be sent individually to the publisher and other key executives at each ANPA-member newspaper.

This differs from the last ANPA survey by Yankelovich, Skelly and White Inc. of New York City in which the publisher received all questionnaires for the newspaper and was asked to distribute them to staffers in designated positions.

In another change, questionnaires will be tailored to the specific type of respondent. For instance, production executives will not be asked to evaluate ANPA's services in the legal area.

The latter change is designed to decrease the number of instances in which respondents indicate they "don't know" or have "no opinion," according to Robert L. Burke, ANPA vice president/industry and public affairs. It will also enable Gallup to cross-tabulate results by type of respondent, he said.

The polling firm may also report responses by newspaper size, with the break point probably a circulation of 100,000, Burke said.

In addition to ANPA-member newspaper executives, questionnaires will go to CEOs and certain other executives at the corporate headquarters of newspaper groups and to executives at a sample of non-member newspapers.

In all, questionnaires will be mailed to about 7,460 newspaper people.

Although the Gallup organization has said a 50-percent response rate to such a survey is "normal," the ANPA Board wants an even higher response rate, Burke said.

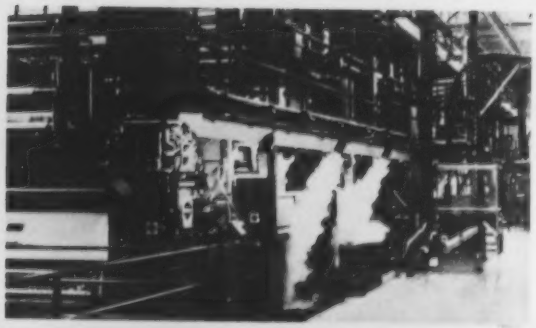
The 1977 survey had responses from 1,243 executives representing 677 newspapers.

As a result of that study, several key changes were made in Association operations. Among them were enhanced communications with members, particularly the launching of **presstime**; expanded government relations activity; and strengthened technical operations, culminating in the construction of modern laboratories at ANPA headquarters at The Newspaper Center in Reston, Va.

Questionnaires are expected to be mailed by the end of this year, with results reported to the ANPA Board of Directors at its April meeting. □

Protect your pressroom from fire

Let Chemetron show you how to reduce the risk



This sequence of photos shows a Chemetron carbon dioxide fire suppression system at work protecting a press line in a newspaper printing plant. Within minutes of the end of discharge, production can resume because there is no mess, no clean-up, and no damage to equipment by carbon dioxide. Imagine the problems created if a sprinkler system were to activate on your press line.

Multiple hazards, the potential for serious loss

There are a number of areas in printing plants which are potential sources of fire, such as ink and paper storage areas, composing rooms and the bindery. But perhaps nowhere else in the printing plant is the potential for fire greater, and the result more crippling, than in the pressroom, the heart of the newspaper operation.

Immediate, effective, non-disruptive protection

Lengthy shutdowns can spell financial disaster for the newspaper industry. That's why pressroom equipment requires fire protection that is immediate, effective and causes a minimum of disruption.

Chemetron automatic fire protection systems suppress fires without the need for enclosing walls. Unlike sprinkler systems, there is no contamination of ink, printed material, press rolls, bearings, electrical drives or controls. This means downtime is held to a minimum. Self-contained, the Chemetron low pressure carbon dioxide system operates even during a power failure.

Put Chemetron experience to work for you

Protecting printing plants is our specialty. Over the past 40 years, Chemetron has put in service between eight and ten thousand low pressure carbon dioxide fire protection systems, and has pioneered many other developments in fire protection.

Ask about Chemetron's new microprocessor based control panel and how you can use it to reform out of date technology on your existing carbon dioxide system.

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Publishers, Production Managers, Pressroom Supervisors: Send us your business card and we will give you a copy of our videotape on fire protection for printing plants. Learn about efficient, cost-effective solutions to fire problems in modern printing plants.

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Aloha! The time to begin planning for next April's Convention is now; air fare discounts to Honolulu are available

It is not too early to begin making plans to attend the 102nd Annual ANPA Convention April 25-27, 1988, in Honolulu, the ANPA Meetings Management Department has advised.

Because airlines limit the number of seats sold at the most discounted fares, reservations should be made as soon as possible, said Michael J. Genick, ANPA manager/meetings and services.

For Convention-related travel, employees of member newspapers are eligible for lower rates involving both discounted and regular fares from United Airlines and Delta Air Lines. Genick's department has details at (703) 648-1277. United Airlines also will be offering special inter-island fares on Hawaiian Air.

Genick said attendance at the Honolulu Convention should be no more expensive than that at some meetings in the continental United States, with lower hotel and meal prices offsetting higher travel costs. Room rates at the Convention headquarters hotel, the Sheraton Waikiki, range from $94 to $149 a day, double occupancy—45-percent less than those charged for the 1987 Convention in New York City, he said.

The ANPA Convention registration packet is planned for mailing in December or January.

ANPA also is beginning to explore possibilities for post-Convention travel. A questionnaire was sent in late September to participants in previous ANPA Conventions to gauge the level of interest in suggested excursions to Australia, China and Hawaiian islands besides Oahu. The questionnaires should be returned as soon as possible to Priscilla C. Shingleton, ANPA meeting planner, at The Newspaper Center in Reston, Va. □

Technical Research adds ink chemist, computer specialist

Two new employees have joined ANPA's technical research staff at The Newspaper Center in Reston, Va.

Ruth M. Felland, an ink chemist, previously was a research associate in the Chemistry Department of Clemson (S.C.) University.

She received a master of science degree in analytical chemistry from Clemson in 1986 and a bachelor of science degree in chemistry from Miami University in Oxford, Ohio, in 1983.

Margaret Bair Garrison, a computer programmer/analyst, was a software engineer for Locus Inc. in Alexandria, Va. She also has worked as a programmer/analyst for the Corporation for Public Broadcasting in Washington, D.C., and as a computer applications specialist for the University Medical Center/Arizona Health Sciences Center in Tucson.

She studied computer science at the universities of Minnesota and Arizona and received a bachelor of arts degree in biology from Earlham College in Richmond, Ind., in 1976. □

Ruth M. Felland

Margaret B. Garrison

New members

Hobbs Daily News-Sun

Hobbs, N.M. (circulation 10,820). Thomas J. Tergliafera, general manager.

LES AFFAIRES

Publications Les Affaires Inc. of Montreal, also publisher of The Hockey News (combined circulation 194,915). Claude Beauchamp, president.

Coeur d'Alene Daily Press

Coeur d'Alene, Idaho (circulation 14,147). Pat King, publisher.

Sandpoint Daily Bee

Sandpoint, Idaho (circulation 5,600). Jim Thompson, publisher.

Beloit Daily News

Beloit, Wis. (circulation 15,175). William D. Behling, publisher.

Westfield Evening News

Westfield, Mass. (circulation 6,190). E. Carol Mazza, publisher.

Kansas City **Business Journal**

Kansas City, Mo. (circulation 14,000). Michael K. Russell, chairman.

Lake County RECORD-BEE

Lakeport, Calif. (circulation 8,568). John W. Lowman, publisher.

TRIBUNE DE GENEVE

Geneva, Switzerland (circulation 64,013). Hans B. Kobel, general manager.

Circleville Herald

Circleville, Ohio (circulation 9,073). William Holliday, publisher.

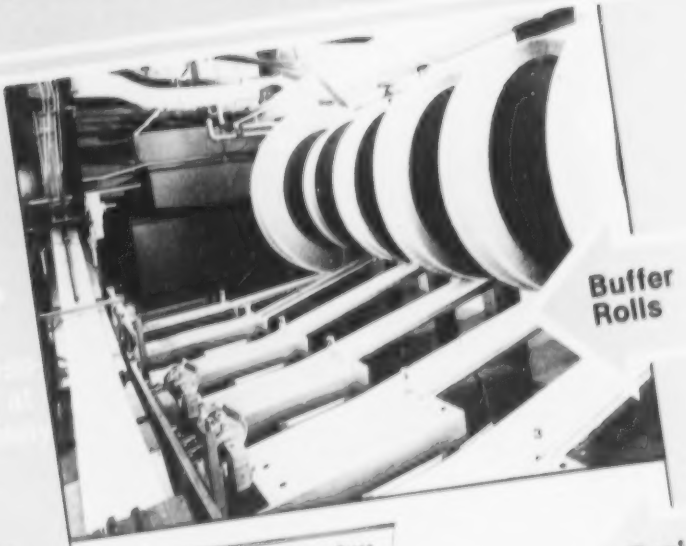
THE TIMES-BULLETIN

Van Wert, Ohio (circulation 8,044). Larry Joseph, publisher.

The Western Star

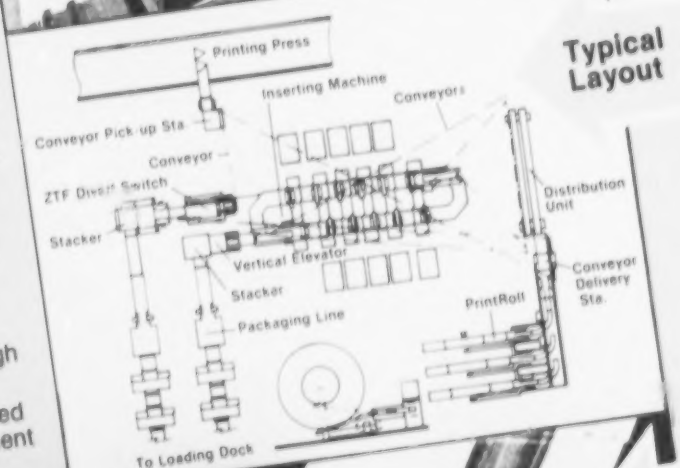
Lebanon, Ohio (circulation 9,405). William H. Kreeger, publisher.

PrintRoll ends pressroom/mailroom tug-of-war

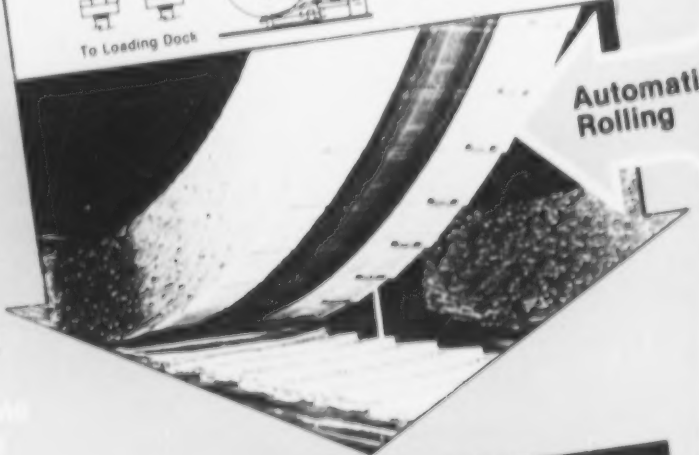


Buffer Rolls

- PrintRoll winds newspapers and preprints into large diameter, stationary rolls. Space-efficient to take advantage of full ceiling height.
- Automatic rolling and retrieval of main sections and preprints from buffer or storage eliminates manual pallet or roll handling and special equipment.
- Zoned editions may be stored in preselected rolls.
- Rolled products are compressed to allow more efficient processing through inserting machines.
- Shingle stream integrity is maintained throughout to assure smooth movement of the product by conveyor without need for single-copy synchronization.
- PrintRoll eliminates the need to start or stop the press for temporary mailroom problems or interrupt mailroom production if the press is down.
- Average rather than maximum press output determines inserting capacity.



Typical Layout



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Automation From Press To Loading Dock

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Letters

Non-dailies are bastion of independent U.S. journalism

I read with great interest the excellent article in presstime by Mary A. Anderson on the "fading" status of independent newspapers. Her article touched only on dailies, yet it is entirely possible the prime bastion of truly independent journalism may be found in the ranks of non-daily newspapers.

A classic example is the San Francisco Progress, which has made the "reverse" transition from private to corporate (Harte-Hanks) and back to private ownership. The Progress . . . reports audited circulation (VAC) three days a week of 160,219 (distributed on voluntary-pay basis). There are only nine papers larger than the San Francisco Progress on your list of the 20 largest independent dailies. . . .

While the trend you report is ominous in terms of dwindling private ownership, I believe the independent community newspaper—whether daily or otherwise—is the last best hope for U.S. journalism and a critical bulwark in protecting and expanding our freedoms.

The corporatization of the media generally and the press in particular is reshaping and reorienting those institutions most critical to the preservation of liberty. The objectives of giant corporations, media and otherwise, differ sharply from those of the citizenry at large, and they are less inclined to "rock the boat" and take on in substantive ways other huge corporations and certain government leaders. . . .

We in community journalism may be positioned ideally to reverse the somewhat gloomy trend that presstime cites.

William H. Rentschler
Editor and publisher
San Francisco Progress

'Dying in chains'

In the course of my 20 years of travel on behalf of ANPA membership, I visited with several thousand newspaper publishers.

Many of them were wrestling with the problem of whether to sell or not to sell that was so well described in your August issue.

One put the issue in limerick form, which I can still remember as follows:

The publisher-owner complains
Of the perils of capital gains.
Of headhunters' axes
And death-duty taxes,
Of the horrors of dying in chains.

Harry W. Edwards
Great Falls, Va.

Editor's note: Edwards retired as ANPA's director of membership development in July 1983.

Papers can't afford not to cover military

Re: Jack Dorsey's report in the September presstime (Special Report on covering the military):

How can a newspaper, regardless of size, not aggressively and adequately cover a military installation in its circulation territory, especially if the newspaper covers the traditional beats such as education and government?

The Leaf-Chronicle is a small daily (morning 18,500), but our coverage of Fort Campbell, Ky., adjacent to Clarksville, Tenn., touches more lives in our readership area than does our education coverage. Look at the statistics of Fort Campbell, home of the 101st Airborne Division (Air Assault). At the end of fiscal year 1986, the post population was 20,418. The school system on post served 4,410 children. There were 16,901 military family members living off post, 9,818 on post. There were 18,743 retired military living in the area with 71,525 retirees' dependents, and 42,506 Army reserve component members in the area. The payroll disbursement alone was $636 million.

Unlike the newspapers Dorsey talked with, we do cover exercises and changes of command and other "routine" stories. We think it's important to let people know who's who on post, as well as what's going on. But, we also cover defense and weapons trends—the so-called "big" stories.

How can we afford not to?

Dee W. Bryant
Editor
The Leaf-Chronicle
Clarksville, Tenn

More on 'compose' and 'comprise'

Responding to an article that appeared in your September issue, p. 51, "Writers don't always write right," this piece certainly testifies to its headline.

I call your attention to the bulleted example concerning misuse of the words compose and comprise. It's incorrect to say "individual parts comprise or make up a whole." That sentence defines "compose." Comprise means to be made up of, not to make up. (Synonyms would be include, encompass, contain.) What should have been said is "a whole comprises its individual parts."

Incidentally, the bulleted example concerning the word "presently" also appears to contain a typo that gives the example an unintended meaning. I suspect it should've said "Presently to mean now rather than soon," instead of "Presently to mean new. . . ."

In fairness to the millions for whom your publication is Gospel, perhaps you should rerun a corrected version.

John B. Peters
President
H&D Public Relations
Chicago

Solution for jumps

Your August story on "jumps" did not tell the whole truth. There is a "perfect solution" for jumps for readability. . . .

You can put all your jumps on a full page or a full two-page sheet, or even full four-page double-truck sheet in the center of the newspaper. The back page is not big enough for all the jumps, especially if you want to put a weather map there *a la* USA Today.

The jump section should be used exclusively for jumps with no headlines but (with) serial numbers for easy spotting. Front-page tails would only have to say, "See No. 1, No. 5, No. 15, etc." No confusion. No inconvenience. No trouble.

This way you could also "jump" your long inside-page stories—if you had any—to this jump section.

The reader would simply pull the jump section and set it aside, ready to go to it whenever a story jumps from anywhere.

Only one catch. Your display advertisers would abhor the idea, because the reader would not have to search through the pages, thus missing the chance of exposure to the display ads. Since the U.S. journalism is subservient to the all-mighty [*sic*] advertiser dollars, you would never have guts enough to try this trouble-free jumping method.

And, that will disprove once again ANPA's claim that advertising is part of information service, and it can stand on its own. . . .

Soon Jin Kim
Professor of journalism
Towson State University
Baltimore

DECISIONS SALUTES THE AGENCY MEDIA DEPARTMENT

This December, MARKETING & MEDIA DECISIONS will again recognize the imaginative thinking of media specialists from across the country.

The DECISIONS Media All Stars report represents *a salute* to the nation's agency media departments and the craft of media selection. It is no popularity contest. These nine individuals were nominated by their clients on the basis of performance.

We believe strongly in the media professional. That's why we came up with the idea of highlighting certain disciplines within the media department and finding those individuals who perform so well that they can be held up as shining examples.

Last year's winners were: Michael D. Moore, Media Director, DMB&B; John Belfiore, Associate Media Director, BBDO; Alice Greenberg, Network Negotiator, O&M; Loretta Volpe, Print Media Specialist, SSC&B; Joanne Taub, Radio Media Specialist, Grey; Suzanne Shawn, Cable Media Specialist, Campbell-Ewald; John Miller, Out-Of-Home Media Specialist, Y&R; Kevin Killion, Media Research Specialist, DDB Needham.

Here is an opportunity to place your sales messages in an exceptional editorial setting. Your advertisement in DECISIONS' December issue will tie your special creative to our All Stars' special achievements.

It's your chance to tell these media people you care about their efforts—what they do. It's an issue not to be missed.

Ad close November 2.

Contact your MARKETING & MEDIA DECISIONS representative or Dave Bentley, Publisher (212) 391-2155.

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over-set

Newspaper numbers

13—number of professional newspaper associations with headquarters at The Newspaper Center, Reston, Va.

4 billion—estimated dollar value of newsprint imported into the United States in 1987.

2,600—number of college graduates that U.S. daily newspapers hired as reporters and editors in 1986, according to The Dow Jones Newspaper Fund. Non-dailies hired about 1,000.

57—percent of U.S. newspapers that pay the full cost of medical insurance plans for employees, according to a survey by the International Newspaper Financial Executives.

Just a little pressroom prank

Everyone's heard the old joke about the diner whose fortune cookie contained a plea for help from a person being held prisoner in a Chinese bakery.

Here's the newspaper version, the difference being it's true: A subscriber to The Gazette, Montreal's 198,960-circulation English-language daily, called police in early August after coming across this message scrawled across a page in his paper: "Help. I'm being held against my will in the basement at 250 St. Antoine St." That's the address of The Gazette's plant.

Officers located the "victim"—one of the newspaper's managers who has been helping to run the presses since a labor dispute began July 10 between the paper and the Graphic Communications International Union.

"He's a prankster, that's just the type of individual he is," Director of Production Robert B. Williams says of the manager, who ordinarily works as an editor. "He was enjoying himself and put that on the (newsprint) roll. It was just a joke, I guess." No reprimand was issued.

ANPA's Charles D. Cole, manager/labor relations, and Mary I. Sepucha, assistant manager, are in the process of discarding about 22,000 labor contracts stored at The Newspaper Center. The expired contracts cover the hot-metal era from the early 1930s through 1980. Purpose of the disposal project is to alleviate file overcrowding, or what Cole calls "storage lock."

Publisher wants to find a new home for old but able Goss press

There are some things you just can't throw away. Take a rare, old newspaper printing press, for example.

Frederick J. Harrigan, publisher of The News and Sentinel of Colebrook, N.H., seeks a good home for his Goss Duplex Model A-1, circa 1926 and still in working condition. So far, despite "any number of inquiries, including two museums," there have been no takers.

Harrigan bought the Duplex—a roll-fed, flatbed model—in 1969 from The Newport (Vt.) Daily Express. It served the 4,000-circulation weekly faithfully until 1976, when the paper started to be printed at an offset shop in Lancaster, N.H. The time has come to get rid of the old press because it occupies valuable space, Harrigan says.

One reason there have been no takers is the considerable cost to transport the 16-foot-long, 10-foot-wide, 8-foot-tall unit, which weighs about 16 tons. "They're stumbling over the cost of moving it," he says.

Accommodating the pope

Newsracks were among the receptacles removed at the request of the Secret Service from the routes traveled by Pope John Paul II during his September visit to the United States. "It was a normal request," says Robert R. Snow, assistant to the director. "I assume it was done all the way down the line."

John R. Schueler, vice president/circulation, reports that racks for The Miami Herald and The Miami News were moved about 300 feet from the pope's parade route down Biscayne Boulevard. Boats were used Sept. 10 to deliver papers to street hawkers in the parade area, and no sales were lost, he reports.

One for the books

What began as a newspaper's effort to help save a historic building in Boston has blossomed into a booming retail book business.

In 1964, The Boston Globe and a group of local citizens banded together to save a then 246-year-old downtown building. It had once served as a corner bookstore and had housed Tichnor & Fields, a 19th-century publishing house that printed the works of such distinguished authors as Longfellow, Emerson and Hawthorne.

The Globe took out a long-term lease on the building, now on the National Register of Historic Places, and for several years used it as a bureau office. In 1983, after buying a small New England book publishing company, it opened a bookstore there, specializing in books about New England.

"It was virtually an instant success," says Charles B. Everitt, president of The Globe Pequot Press Inc., which operates both the book publishing business and The Globe Corner Bookstore.

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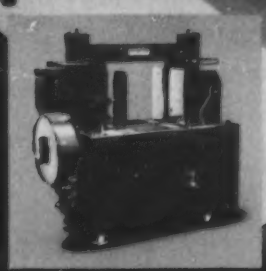

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